

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

BOSTON  
VOL. CXLIX, No. 5

NEW YORK, OCTOBER 31, 1929

10c A COPY

## COMPLEXIONS

*with an  
English  
accent...*



Who is more jealous of her complexion than the English gentlewoman? . . . Who has more right to be?

Yardley knew their products held a promise of clear, fresh English beauty that would be more than welcomed by American women. For the singular charm of women of the English gentry and nobility has long been the envy of the whole feminine world.

Yet Yardley hesitated! . . . The American market for such products was crowded. To break into it would mean the soundest sort of strategy. They brought their problem to Advertising Headquarters.

The distinguished campaign, "Complexions with an English accent," was the "strategy" proposed. American women, learning that Yardley has been the traditional guardian of the complexions of the English peerage since the days of George the Third, investigated. In a remarkably short time their patronage has put Yardley products in a promising position in this highly competitive field.

## N. W. AYER & SON

INCORPORATED

WASHINGTON SQUARE • PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO

# New Advertising Rates for

## The STANDARD FARM PAPER UNIT

All Standard Farm Paper Unit rate cards issued prior to Oct. 12, 1929, are hereby withdrawn. A realignment of Standard Farm Paper Units has been effected which makes possible the best agricultural advertising and merchandising service we have ever been privileged to offer.

### Effective October 14, 1929

#### EIGHT-PAPER UNIT

Circulation 2,000,000

The Prairie Farmer, Chicago, Ill.  
Wallace' Farmer and Iowa Homestead, Des Moines, Iowa.  
Progressive Farmer, Birmingham, Alabama.  
Breeder's Gazette, Chicago, Ill.  
The Nebraska Farmer, Lincoln, Neb.  
American Agriculturist, New York.  
The Farmer and Farm, Stock & Home, St. Paul, Minn.  
Hoard's Dairyman, Ft. Atkinson, Wis.

Full page, inside, black and white, \$8,300.00 until Jan. 1. After that \$8,500.00.

Full page, black and one color, \$8,940.00.

Individual copies and cuts must be furnished. See mechanical requirements for correct page sizes. All publications weekly except Hoard's Dairyman semi-monthly and Breeder's Gazette monthly.

#### MID-WEST UNIT

Circulation 1,000,000

The Prairie Farmer, Chicago, Ill.  
Wallace' Farmer and Iowa Homestead, Des Moines, Iowa.  
The Farmer and Farm, Stock & Home, St. Paul, Minn.  
The Nebraska Farmer, Lincoln, Neb.  
Full page, inside, black and white, \$4,000.00.  
Full page, inside, black and one color, \$4,225.00.  
Individual copy and cuts must be furnished.  
All publications weekly.

#### SOUTHERN UNIT

Circulation 600,000

Progressive Farmer, Birmingham, Ala.  
Progressive Farmer, Raleigh, N. C.  
Progressive Farmer, Memphis, Tenn.  
Progressive Farmer, Dallas, Texas.  
Progressive Farmer, Louisville, Ky.  
Full page, inside, black and white, \$2,100.00 until January 1. After that \$2,290.00.  
Half page, two full columns, black and white, \$1,055.60 until January 1. After that \$1,146.60.  
Quarter page, black-white, \$527.80 until Jan. 1. After that, \$573.30. Line rate \$2.90 until Jan. 1. After that, \$3.15.

## The STANDARD FARM PAPER UNIT

### ONE ORDER—ONE BILLING

Wallace C. Richardson, Inc., 250 Park Ave., New York City  
Standard Farm Papers, Inc., 307 N. Michigan Ave., Chicago  
San Francisco, 1112 Hearst Bldg.

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLIX

NEW YORK, OCTOBER 31, 1929

No. 5

## Wanted—A Gas Mask for the Oversold Customer

No Longer Will This Country Guarantee Every Man's Life, Liberty and Sales Resistance

By Ellis Parker Butler

MY name is Tozac Prush, Mr. Editor, and last year I immigrated to this splendid land of yours from the town of Tzank, in CzechoSlovakia, with my family, including my mother-in-law, and now I see in PRINTERS' INK an editorial, "Selling Textiles by Odors," and an article, "Unexplored Possibilities for Raw Materials," and another, "And Now the Oversold Customer Will Need a Nose Clip." This breaks my heart.

Mr. Editor, I take my pen in hand to ask you to write something to stop this menace of odors as a selling aid. I have had enough of that sort of business in my own country. I came to this country to escape it. I understood that in this country every man was guaranteed Life, Liberty and Sales Resistance, and now you say my last chance to resist sales is to be kicked in the face. It is to be given a wallop on the nose, Mr. Editor.

I ask you what do these people want, Sir? Already there is no

means of appealing to the eye that these Sales Appealers are not using. Already they are making use of my ear with radio and with loud-speakers on airplanes. They

**SURELY** you've heard about it—the new idea of selling merchandise by odor? It has been discussed, you know, by the textile field and we understand that at least one automobile is shipped to dealers daintily perfumed.

Ellis Parker Butler, who is not only an authority on whether pigs is pigs, but is also an authority on the calamities that beset the oversold consumer, is worried over this development. This hunted individual's last chance to resist sales is to be given a wallop on the nose and Mr. Butler has written a letter to the editor about it.

It is indeed a sad document. But it is hoped readers will not forget Mr. Butler's reputation as a humorist.

appeal to the sense of touch, Mr. Editor, saying, "Feel how soft this blanket is!" and "Run your hand over the surface of this table!" I had hoped that in this country I might have two senses that would be sacred from the attacks of the Sales Appealers; I had hoped my nose and my palate would be protected; I had hoped I might have taste and smell for my own private use. I see I am going to be a ruined man, Mr. Editor, and die in the poor-house.

Every month I send a check back the dealers in my old country to pay the instalments on things I bought

when I did not want to buy them. One day I went into a store there to buy a sideboard and my family went with me. When we had been blindfolded—me and my wife and mother-in-law and six children—the clerk led us to the sideboards and let us smell them.

As soon as my mother-in-law smelled the first sideboard she said, "You must buy this one, Tozac. I am from Limburg, and this odor of limburg cheese is one I cannot resist; it brings back memories of my youth, when I was young and happy."

"No," said my wife, "you must buy this sideboard, Tozac, for it has the odor of the pinewoods of Gloschen, where we spent our honeymoon."

"Papa," said my youngest child, "buy this one; it smells like dried herring with peppermint candy with cabbage soup with fried onions."

"I will buy this one," I said, "because it smells like Bruno, the dog I had when I was a youth."

The tears were running down my cheeks, Mr. Editor, because I had loved that dog. "With this sideboard," said the salesman, "you will never need a dog in the house; you will always have the odor of the faithful canine animal."

"It smells," said my wife, sniffing at the sideboard, "as if it had a dead fish in it."

"Yes, yes!" I wept. "Rolling in deceased fish was one of my dear Bruno's habits. I will take that sideboard."

Well, Sir, there was a huge outcry from my wife and my mother-in-law and my six children, and what was I to do? I am a timid and kind-hearted man, and I bought nine sideboards, one to make happy each of our nine noses. That was too much sideboard, Mr. Editor. That is why I came to America. And now they are going to attack my Sales Resistance through my nose here, too.

Will you please head off this business before it goes any farther? These people do not know what they are beginning. When they appeal to the eye, each year brings bigger and showier advertisements; when they appeal to the ear each season brings louder and noisier squawks. They will begin by scenting tweeds with a delicate odor of peat smoke, and presently the camel-hair coat will smell of camel, and I will say nothing of skunk-fur jackets because I am a gentleman. The cry

will soon be "Louder and stronger smells!" and the odor of a department store will be so ripe that the roof will flop up and down like a tent in a storm.

In Limburg this has already been tried, and we see what competition has done. There was a time when the odor of the cheese of that province was a delicate aroma of violets, but now observe it with your nose!

They will begin by giving wool blankets a dainty whig of pine forest and in two years, in this exuberant country, no one will be able to go to bed without a gas mask. This will kill many who cannot sleep without snoring. It will be a matter of a choice of asphyxiation by blanket-odor or congestion of snore in the face. This will reduce the population and limit sales.

#### *Odors to the Right and Odors to the Left*

I am, unfortunately a man who likes my smells strong and nose-worthy, and gentle smells mean nothing to me. One of my grandfathers ran a slaughter-house, and the other grandfather ran a tannery, and when my father married my mother they built a shop in between the slaughter-house and the tannery and went into the fertilizer business. As a pet, the only animal I ever cared for was the goat, and if I pulled the cork of a bottle of household ammonia and sniffed it, I said, "What a delicate perfume!" That is the sort of nose I have. When I smell old rubber boots burning on a garbage pile I rub my hands together and cry, "Ah! The violets are blossoming again—I smell them!"

In my country, Mr. Editor, the advertising gentlemen do not know when to stop. When one man says, "I will make the blanket bear the delicate odor of pine forest," the next man says, "I will make the blanket smell like all outdoors," and the next man says, "What the devil! I will make our blankets smell to high heaven!"

It is all very well to make the grand piano smell of rosewood, but in my country they make the





**I**T is highly significant that a big proportion of the 30% increase in Christian Herald advertising revenue for 1929 has come from three of the largest advertising agencies

**N. W. Ayer & Son, Inc.  
J. Walter Thompson Co.  
Lord & Thomas and Logan**

And from three of the largest classifications of advertising, namely

**Building Materials  
Foods  
Automobiles and Accessories**

## **CHRISTIAN HERALD**

**419 Fourth Avenue  
New York**

**GRAHAM PATTERSON  
Vice-President**

**J. PAUL MAYNARD  
Advertising Manager**

piano smell of garlic, to catch the Italian trade. They make it smell of boiled kraut, to catch the German trade. They make it smell of stale soap-fat to catch the Eskimo trade. This is too much smell. In my country everything that smells continues to smell, and everything that does not smell is made to smell. It may be all right for a felt hat to smell like a rabbit but why should it smell like a tube rose?

I have, Mr. Editor, the sort of nose you may call leather-lined. The aroma of a glue factory is a delicate odor to me, and that is why I left my native land to come to this new country. In my country it was no longer enough that a new chair should smell of varnish—it was made to smell like a Long Island City varnish factory in full blast; it was no longer sufficient for artificial leather to smell like a saddle—it was made to smell like the horse. The enthusiastic promoters of odors-in-advertising adopted the slogan, "More and stronger smells" and the chemists worked night and day producing fiercer and more passionate scents.

Mr. Editor, it is all very well for Mr. Endymion Prissy to select a fragrance for a sofa-pillow, but what happens when Ike Splotz, who was raised in the gas-house district, goes into the sofa-pillow business? The advertising smells in my country were—in the beginning—six-inches-next-pure-reading-matter smells, and in no time at all they were twelve-pages-eight-color-center-of-magazine-guaranteed-3,000,000-circulation smells.

In no time at all, after the odor-in-advertising effluvia began, my nose and my mother-in-law's nose and a few hundred more noses were the only noses that were not knocked stiff by the odors-in-advertising. The few of us became the goal of all advertisers. Eventually, we could not resist the odors that caused other noses to palpitate in pain. We smelled, Mr. Editor, and we bought.

One day I bought a radio set that smelled strong; the next day I bought one that smelled stronger; the day after that I bought one that smelled simply outrageous. In a short time my house was so full

of scented objects that my wife moved her bed to our fertilizer store, and I was so oversold that I was on the brink of ruin.

It was then, Mr. Editor, that Professor Glutz, of the Brisken Kemikalisch - Stinkenmachen - und - Asphinxiationisch-Fabrik, discovered the odor he christened magnoglut, to meet the demand for a stronger and keener smell—and I came to this country of yours.

And so I want to beg you to do what you can to squelch this odor-in-advertising idea before it gets a foothold in this comparatively odorless country of yours, because this is a super-country and a country of bigness and enthusiasm, and if once odors-in-advertising begin there will soon be forty-eight story skyscrapers of odors, and no manufacturer of suspenders will feel that he is meeting competition properly unless his suspenders smell like petunias or polecats.

#### *Let's Keep Our Noses for Our Private Use*

The eye has long since become public property, and has no legal rights of privacy. The eye that wants to look at the beautiful blue sky has no legal complaint if an advertiser smears a smoke advertisement across that beautiful blue sky. If the eye does not like it the eye can pick itself up by the seat of its pants and carry itself elsewhere. The ear, also, had been made public property, and if the ear does not wish the calm of eve to be jarred by the news that Tillybury's Double-jointed Peanuts are Fresh Roasted, that ear can take itself by the hand and lead itself down cellar and listen to the gas meter palpitate. But, Mr. Editor, let us keep our noses for our private and personal uses, if you will be so kind. Do not try to sell us automobiles through our nose or shove pianos up our nostrils. Please.

This odor-in-advertising is a dangerous business. Have you ever sat down on a dead log in the noble pine woods and had the eager and busy woodticks enter into your anatomy? If you have ever laid yourself across the simple

(Continued on page 176)

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# **C** *The reading of the minutes*



"THIS WATCH is so accurate," says Ted, "that railroad conductors set theirs by mine." . . .

"That's nothing," says Al. "They let the sun come up and go down by the time this baby keeps!" Upon one thing only these two agree. Each got the watch he wanted—by dropping a hint at the right time in the right place.

Boys of high-school age take a lot of pride in their appearance. They're just entering the "dating" period . . . the time when life is not worth living unless their dinner jackets are just so, and their hats one shade ahead of the mode.

Whatever you make—if men buy it, these near-men will buy it too. And

if it's something for the family, like a car, radio, automatic refrigerator, they're very likely to have something to say about it.

Of the more than 700,000 readers of the merged AMERICAN BOY and YOUTH'S COMPANION, 85% are of high-school age and older. Man-sized, man-minded chaps who plug day and night in the family councils for modern merchandise. Swing their pressure behind your product. Advertise to them in their favorite magazine. January forms close November 10th.

*The* YOUTH'S COMPANION *Founded 1827*  
*combined with*  
**American Boy**  
 Detroit Michigan

# *J. Walter Thompson Company*

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

*Total population served by these offices is 560,809,000*

•



NEW YORK · *Graybar Building · 420 Lexington Avenue*

CHICAGO · *Wrigley Building · 410 North Michigan Avenue*

BOSTON · *80 Boylston Street*

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House · Aldwych, W. C. 2*

PARIS · *12 Boulevard de la Madeleine*

MADRID · *Pi Y Margall 9*

STOCKHOLM · *Kungsgatan 39*

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus · Unter den Linden 39*

ANTWERP · *115 Avenue de France*

WARSAW · *Czackiego 17*

ALEXANDRIA · *Egypt · 27 Rue Cberif Pacha*

PORT ELIZABETH · *South Africa · Netherlands Bank Building*

BUENOS AIRES · *Argentina · 50 Calle San Martin*

SAO PAULO · *Praça Ramos Azevedo 16*

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# Beech-Nut Gets a Layout Idea from Department Stores

Six Advertisements on One Newspaper Page Combine the Merits of Individual Product and Institutional Appeal

**A**N advertiser had six products for each of which it desired to get over an individual selling message, preferably through the use of separate advertisements. The problem was to do this without sacrificing the attention and prestige value that is so strongly associated with the use of large space.

Two solutions to the problem suggested themselves. One concerned a plan to run a series of composite advertisements, with an institutional lead and a listing of the family of products. The other suggestion was to advertise each product in turn, serially, but to do so, it was felt, would be a case of robbing Peter to pay Paul and the next day robbing Paul to pay Peter.

Neither method was considered good enough and search was continued for a better one. The idea finally adopted is now being used by this advertiser, the Beech-Nut Packing Company, in its current newspaper advertising. There is nothing new in the idea itself. In fact, it is so obvious and simple that those who worked it out are puzzled that they should have had to hunt for it.

Use of the idea demonstrates the practicability of transferring ideas from one business to another. Any claim which the idea has to newness lies in its application, for the Beech-Nut copy layout is an adaptation of what department stores have been doing year after year in advertising a group of products under a "quality" house name.


The layout is illustrated in the

accompanying reproduction of one of the Beech-Nut series. It represents a combination of six product advertisements, any one of which, used independently, would be recognized as a message of a national

How Six Products Are Being Advertised by Beech-Nut on One Newspaper Page

advertiser. The effectiveness of the layout lies in the grouping of these six advertisements on one page. Each layout in the series carries one advertisement which is larger than the others in that particular grouping and which contains copy with an institutional twist.

Tie-up is given to the group through repeated use of the Beech-Nut slug which throws into relief the large space occupied by the group as a whole. At the same time, use of six slugs, where otherwise only one might be used in one large advertisement, means repetitive value. Thus two objectives are accomplished: Separate sales messages for each product and the unescapable message that Beech-



**22%**

increase in  
National  
Advertising  
for the  
first nine  
months  
of 1929

The Des Moines  
Register and  
Tribune

National Advertising--  
evening and Sunday  
first 9 months--  
3,338,174 lines

Over 230,000 Copies Daily  
98% in Iowa



Nut makes a variety of foods. If a reader favors any one product, other products in the Beech-Nut family are thrown into contact with that good-will.

This type of layout, it has been found, appeals strongly to Beech-Nut salesmen. They can show specimen advertisements to grocers as proof that demand for each item is backed by individual advertising.

If there is any tendency of readers to jump around while perusing their newspaper pages, it is believed that this type of layout exerts an effective influence in drawing them into the group series as a number of headlines are ready to catch their attention.

### New Account to Olmsted-Hewitt Agency

The J. R. Clark Company, Minneapolis, manufacturer of woodenware and ladders, has appointed Olmsted-Hewitt, Inc., advertising agency of that city, to direct its advertising account. A campaign calling for the use of business papers and direct mail will feature the Clark company's Rid-Jid ironing tables, card tables and stepladders.

### H. G. Bullock Advanced by Caples Agency

H. G. Bullock has been appointed manager of the Chicago office of The Caples Company, advertising agency. Joining the agency four years ago as an account executive, he was later appointed copy chief, in which position he has continued up to the time of his present appointment.

### Norman Brokenshire with H. W. Kastor Agency

Norman Brokenshire is now director of the radio department of the H. W. Kastor & Sons Advertising Company, Inc. He formerly was with the Columbia Broadcasting System. Mr. Brokenshire will be located at the New York office of the Kastor agency.

### Joins "Automotive Merchandising"

Lee R. McCullough has joined the staff of *Automotive Merchandising*, New York, as Western representative in charge of the Chicago office.

### New Accounts to Hoyt

The Vapo-Cresolene Company, and E. Burnham, Inc., school of beauty culture, both of New York, have appointed the Charles W. Hoyt Company, Inc., advertising agency of that city, to direct their advertising accounts.

### Campbell-Ewald Buys Australian Agency

The Campbell-Ewald Company has acquired the Fox Advertising Service, Sydney, N.S.W., which will be organized as a new company under the name of Campbell-Ewald (Australia) Limited. Sir Mark Sheldon will be chairman of the board of the new company. Matt J. Fox, who has conducted his own agency for many years, will be president.

Campbell-Ewald (Australia) Limited will operate as a self-contained agency. In addition to Sir Mark and Mr. Fox, the board of directors of the agency will include H. T. Ewald, Detroit, vice-chairman, and M. D. Bergey, Toronto, J. Fred Woodruff, Detroit, and W. A. Willison, Toronto.

### Photographers to Continue Campaign

National and local advertising will be continued by The Photographers' Association of America. At a meeting of the National Council held at Chicago recently, it was voted to continue the campaign, which is likely to extend over four years and result in the expenditure of \$2,000,000 or more for advertising in magazines, for supplying photographers with a service for use in local newspapers and for direct-mail advertising. The association is concluding an advertising campaign in which, it is reported, approximately \$2,000,000 is being spent.

### Indiana Standard Oil Motor Oil Account to McCann

The Standard Oil Company of Indiana, Chicago, has appointed The H. K. McCann Company to direct the advertising of its motor oils. The Stack-Goble Advertising Agency, Chicago, will continue to handle gasoline and specialties advertising.

### E. M. Covington with New York "Morning Telegraph"

Euclid M. Covington has been appointed director of advertising of the New York *Morning Telegraph*. He formerly was Eastern manager of the Chicago *Herald and Examiner*.

### Appoints Kenyon and Eckhardt

The York Ice Machinery Company, York, Pa., has appointed Kenyon and Eckhardt, Inc., New York advertising agency, to direct its advertising account.

### G. M. Poix Account to Baer Agency

G. M. Poix, Inc., New York, brassieres, has placed its advertising account with Joseph E. Baer, Inc., New York advertising agency.

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**Thorough Trading Area Coverage Through One Newspaper!**

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# Only One Milwaukee Newspaper Growing!

**F**OR the six months' period ending September 30, The Milwaukee Journal averaged 171,896 copies daily and 217,344 copies on Sunday—gains of 6,414 and 19,301 respectively, in the past year, and new circulation records here.

All other Milwaukee newspapers—morning, evening and Sunday—not only show losses for the year but have even fewer readers than in 1927!

Without premiums or any other special inducements, The Journal's lead over all other Milwaukee and Wisconsin newspapers has now been increased to 70,677 copies daily and 46,383 copies on Sunday!

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

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**Read by More Than Four Out of Five Milwaukee Families!**

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# THE CHICAGO ANNOUN

that it is now equipped  
to serve national adver-  
tisers and advertising  
agencies in the Chicago  
territory through its  
national advertising de-  
partment in the home  
office, Daily News Plaza,  
400 West Madison street,  
Chicago



# **GO DAILY NEWS UNCES - -**

**National Advertising  
Representatives of  
The Chicago Daily News  
in Other Cities**

**JOHN B. WOODWARD**  
110 East 42d Street  
New York

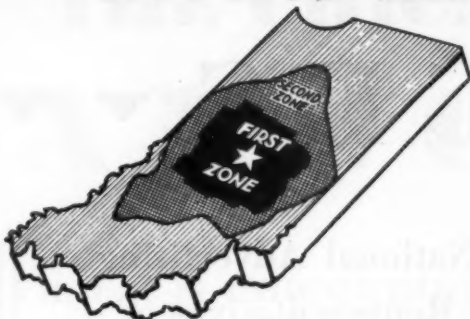
**JOS. R. SCOLARO**  
3-241 General Motors Building  
Detroit

**C. GEORGE KROGNESS**  
303 Crocker First National Bank Bldg.  
San Francisco

**ARTHUR A. HINCKLEY**  
Room 624, 117 W. 9th Street  
Los Angeles

**A. D. GRANT**  
711-712 Glenn Building  
Atlanta





## 92% American!

**O**VER 92% of the population of The Indianapolis Radius is *white* and *native-born*. Indianapolis has less than 6% foreign born population. No other market of comparable size in the United States is so thoroughly American. No multiplicity of languages, customs and standards of living. The costs of selling this unique market are low because—

*The News . . . ALONE . . . Does The Job!*



### *The* **INDIANAPOLIS NEWS**

*Sells* **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:  
DAN A. CARROLL  
110 East 42nd St.

Chicago:  
J. E. LUTZ  
Lake Michigan Bldg.

**BY** invitation, *The News* is the exclusive Indianapolis member of The 100,000 Group of American Cities.

# "The Salesman Is the Boss"

When Sales Chiefs Call on Customers, Say These Executives, the Salesman's Status Must Be Protected

By Arthur H. Little

IN A Mid-Western city of considerable size, a new agency manager for a manufacturing concern in a highly specialized specialty field had just taken charge. He had come up through the ranks and now, breaking into the big-league arena, he wondered what new obstacles and new problems he would encounter. Especially, he wondered how his new salesmen, all hold-overs from the preceding administration, would take to him.

On his second day in charge, one of the hold-overs—we'll call him Stedman—came to the new manager and asked:

"Do you know anything about So-and-so competition?"

"I do," said the new manager, taking the situation firmly by the horns. "Got a case of it on your hands?"

"I have," said Stedman, imperturbably. "A prospect I've been working on for two months. And now he's just about decided to buy the other stuff. Will you call on him with me?"

"I will."

And the sales manager knew, as he reached for his hat, that he was walking into something of a crisis.

This Stedman of the poker face was no junior. He'd been in the business for years. As to agency managers, he had worked under so many as to become a connoisseur. And upon the conduct, under fire, of this latest manager in his collection would depend Stedman's cold appraisal of the new boss—and, indirectly, the appraisal of the whole agency crew.

The mind of the new manager was full of thoughts; and among them was the thought, perhaps unsuspected as yet by Stedman, that upon the impending interview would depend a certain factor affecting Stedman, himself.

In the prospect's office, the agency manager, having been introduced by his salesman, went

straight to the point. He asked:

"Why have you thought of buying So-and-so equipment?"

"Because," the prospect answered, "the So-and-so people can save us money. They can do with two units what you people propose to do with three."

"But," said the agency manager, "Mr. Stedman has told you that they can't. And really, all that I can do here is to repeat a suggestion he already has made to you—that you ask the So-and-so people to put their proposition in writing. That sounds reasonable, doesn't it? And will you do it?"

The prospect would.

En route back to the agency, Salesman Stedman remarked to his new chief; "The So-and-so people never will put that in writing."

"No," the manager agreed, "they'll not."

A pause. Then the poker face cracked into a grin. "You think fast. How did you know I had made that suggestion?"

"I didn't," said the manager.

"Well"—and this with the grimness of a confession—"I hadn't. That's why I say you think fast."

How closely may a sales executive work with his men in the field? How, by what specific technique, may he go with them on their rounds and call with them on their customers? Under what circumstances is the practice effective? What are the consequences?

First, as to motives, sales executives agree, fairly generally, that the executive's work in the field can be made to accomplish certain worth-while purposes; for instance, these:

To keep the executive in touch with field conditions; to keep "brushed up," through actual practice, his knowledge of sales methods and his ability actually to sell;

To meet competition and stop its inroads;

To observe, under selling condi-

tions, the effect of prescribed selling methods and expedients, such as the salesmen's portfolio, to the end that those methods and expedients may be revised, if necessary, to cope with sales resistance;

To check the salesmen's work; and

To strengthen firing-line manpower.

In the preparation of this article, I talked with sales executives. Each of them stressed one or more of the purposes I have outlined. Each of them emphasized, also, another thought, a solemn warning. And that warning is this:

The sales executive who undertakes to work with his men in the field must know his business. On his own account he must be a salesman. Above all else, he must be a diplomat. He is stepping into a delicate situation. For the sake of his salesman, for the sake of that man's prestige with his customers and prospects, the sales executive who steps into that situation must conduct himself with thoughtful tact. He must be a man who can think fast, as could the agency manager of the specialty concern.

I talked with that agency manager. Today he is the manager of his company's branch in New York, an enterprise that, in itself, is a big business.

"Unquestionably," he said, "a sales executive can render a real service by working with his men. In a big organization, of course, the general sales manager cannot well give much of his time to making calls; but he can give that sort of work at least a part of his time—and regularly.

"In our company it is a matter of policy for all agency managers, except those in the very largest units, to sell and to carry quotas on the same basis as do the senior salesmen. Here in New York, such a plan isn't feasible; but it is feasible to spread the supervisory responsibility to such an extent that the supervision is close and effective.

"As to sales responsibility, the branch is divided four ways under four supervisors, each of whom is a salaried man, an executive of

experience. One of the supervisors—and this point, I think, is important—is a specialist assigned to the supervision of the juniors. Each of the juniors works in the field under a senior; but as to training and general supervision, each junior is responsible to the junior supervisor.

"In our business it long has been the custom for sales executives to work as closely as possible to the field men. To our salesmen, close supervision has become a part of the routine; and the men accept it as matter of course. And yet we keep in mind all the time that the man who actually sells is not the executive, but the salesman.

### *Executive's Role Supplemental*

"Frequently, I have been called into a deal to meet competition. Here enters the factor of psychology. The prospect, balanced over a decision, very often is impressed when the salesman calls in someone higher in authority—even though the one higher in authority can do no more than repeat what the salesman already has said. And there's the point. In my opinion, the executive's role is supplementary. Even if he is able to present some new angle that the salesman hasn't presented at all, he ought to present that thought as if it had been the salesman's. That, at least, has always been my policy."

But, of course, other lines of business are different. Consider building products. I laid the matter before L. R. Walker, vice-president in charge of sales of the Certain-teed Products Corporation.

"Not so different in that respect," he said. "We consider it an excellent idea for sales executives to work with men in the field. The policy keeps our executives informed as to actual conditions. It enables us to determine, first hand, just how effective are our selling methods. For example, not long ago we produced a roofing portfolio, a selling expedient that had been carefully planned and rather expensively produced to provide each salesman with an intelligent and closely knit presenta-



tion. It was a portfolio, so printed and illustrated—in colors—as to hold the prospect's attention from beginning to end. At least, so we thought. But the work of our executives in the field—actual observation of salesmen's interviews—revealed that the material, excellent as it was, was wrongly arranged. An important page that we had placed at the front of the book really belonged in the back.

"But our executives, when they work with the men in the field, are supposed to do more than observe. They don't go out on trips just for the ride. They sell goods.

### *Salesmen Welcome Help*

"Rather often they go out on cases of competition. And the salesmen welcome their arrival. When I was a salesman myself, I welcomed help of that sort. When I encountered a situation in which I believed someone higher up could bring more weight to bear than could I, I was pleased when he arrived. I was pleased if he could do no more than back up what I already had said. If he could present some new argument, I was even more pleased. But if he offered something—some concession—that I hadn't been authorized to offer, then I wasn't pleased at all.

"Remembering my own experiences in the field, I hold to the policy that in all relations with customers, the salesman must be protected and his position as the contact man must be upheld. He's there, on the job—not just on the day the sales executive arrives, but the next day and the next month and maybe the next year. Unless he manages his own conduct diplomatically, the sales executive can injure the salesman's standing. His attitude must be that, in his territory, the salesman is boss. If the executive can offer anything that the salesman has not been authorized to offer, let him tell the salesman about that concession, so that the salesman, himself, can pass the information on to the prospect—but not in the executive's presence.

"It is always possible that an executive's visits in a salesman's territory will invite correspond-

ence. Remembering the contacts, customers will write direct to headquarters; and, if the correspondence is encouraged, the executive may find himself swamped. But again the remedy is fairly simple. Our plan is merely to write every customer who writes in, and refer him to the salesman—and remind him that the man on the job is the boss.

"I have gone with salesmen when they called on customers. And, on occasion, when a salesman has been sending me weather reports and nothing else, I have gone into a man's territory and called on his customers alone, to check his work—to make him, if possible, a better salesman. Do the men resent being checked? If they're made of the right stuff, they don't."

Next I present the views of a sales manager in an industry comparatively new—J. K. I. Cody, of the Gold Seal Electrical Company, which makes radio tubes.

"The question of whether or not a sales executive shall call on customers with his salesmen," Mr. Cody said, "is answered for him by the demands on his time. If his organization is big, he may find that he has no time to give to that sort of field work. But if he finds that he can devote a part of his time, justifiably, to personal calls with his men, then the important consideration, as I see it, is his attitude toward his task.

"He ought to have—or somehow acquire—a sympathetic understanding of his salesmen and their problems. After all, they are his representatives, his own men. They are men of his selection; and he has selected them for their character and ability and industry.

"His aim ought to be constructive. He ought not to weaken those men, but to strengthen them. To each of them he ought to be like a trainer, helping each man, coaching him in method, fortifying the man's self-confidence, and building up, meanwhile, the confidence of the man's customers in him. For there are two factors to be considered—the salesman and the men on whom he calls.

"And so it seems obvious to me

that the sales executive never is justified in even seeming to supersede a salesman, or in even appearing to detract from the man's authority and responsibility as the firm's representative in the territory. Never, in my opinion, should the executive offer a customer anything that the salesman has not been authorized to offer—unless that offer can be made to come as the result of a conference, in the customer's presence, between the executive and the salesman. Between them they may talk the matter over and agree upon something; and thus the customer sees that the salesman is consulted.

"I believe, besides, that the sales executive, calling on customers with his salesmen, ought not to solicit orders himself—or even accept them. And for two reasons. The first is the psychological effect upon the customer, the creating of the impression in the customer's mind, no matter how vague that impression may be or how unjustified, that by dealing with the man higher up he gets preferred treatment. The second is the effect upon the salesman's status and upon the salesman himself—the twofold effect of undermining the customer's confidence in the salesman as the contact in the territory, and of lowering, if even in a slight degree, the salesman's morale.

"So important is the matter of the sales executive's true position in relation to his men that, in my judgment, he ought to be keenly conscious of that position even in the preparation that precedes his field work. My plan would be to write to each salesman, telling him when I shall be in his territory and that I shall be pleased to call on those of his customers that he may select. I intend that he shall show his customers my letter and arrange with each a definite appointment for our call. Such a letter serves two purposes. Arranging the appointments in advance saves the executive's time in the field. And the mere act of asking the salesman to arrange the appointments leaves control of the situation exactly where it belongs—in the salesman's hands."

And thus sales executives agree that field work on the part of sales chiefs can be made to serve worthwhile ends. And thus they emphasize that it is a task that calls for intelligent planning and careful execution.

### "Electrical Specifications," New Publication

*Electrical Specifications*, a business paper to be devoted to the methods and standards of electrical installation, will be published at New York by the Gage Publishing Company, Inc., publisher of the *Electrical Record*, *Electrical Manufacturing*, *Metropolitan Electrical News* and the "Gage List of Electrical Buyers." The first issue of the new magazine will make its appearance in February. The page size will be 9 by 12 inches and the type page size, 7 by 10 inches.

### G. A. Sloan to Head Cotton- Textile Institute

Walker D. Hines, who was recently re-elected president of The Cotton-Textile Institute, New York, has announced his intention of resigning that position in December. He has recommended that the organization be changed to create the position of a chairman of the board, to be filled by him, and that George A. Sloan, the present secretary of the Institute, be made president to succeed him. Mr. Hines wished to remain identified with the activities of the Institute but in a way that will enable him to devote more time to his other interests.

### Case-Shepperd-Mann Appoints H. A. Hill

Hadley A. Hill, formerly Eastern representative of the Pacific Coast Publishing Corporation, a unit of the United Business Publishers, has been appointed representative, in the Eastern territory, of *Municipal Sanitation*, *Water Works Engineering* and *Fire Engineering*, all published by the Case-Shepperd-Mann Publishing Corporation, New York. Mr. Hill was, at one time, with the Charles W. Hoyt Company, Inc., New York advertising agency.

### Joins Bloomingdale-Weiler Agency

George W. Wolfsten has joined The Bloomingdale-Weiler Advertising Agency, Philadelphia.

### O. E. Caroé with "The Spur"

O. E. Caroé, formerly with *Town & Country*, New York, and, previous to that, with Doubleday, Doran & Company, Inc., New York, has joined the staff of *The Spur*, also of that city.

# Dominant Coverage Plus!

Since 1921, over 1,300,000 calls have been made by the New York Evening Journal's Merchandising Staff on retail outlets in Metropolitan New York.

In addition, 72,300 research calls have been made since 1925.

Eloquent figures, these. That tell as no words can the wealth of sales information we have on hand. It's available for manufacturers, distributors and sales managers who use America's greatest evening newspaper to dominate America's largest and most fertile market.

## NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

**NEW YORK**—9 East 40th Street

Represented Nationally by the **RODNEY E. BOONE ORGANIZATION**  
**NEW YORK**—International Magazine Building

<b>CHICAGO:</b>	<b>DETROIT:</b>	<b>PHILADELPHIA:</b>	<b>ROCHESTER:</b>
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building

**BOSTON**—5 Winthrop Square

*Member of International News Service and Universal Service*

**Member of Audit Bureau of Circulations**

# NEWSPAPER

## WE HAVE A PROBLEM—

Is one way for you to start a conversation. It usually opens up an opportunity for the Boone Man to take off his hat and be helpful.

More and more this opening line is supplanting "And five thousand lines for you." The changing conditions give us the heart to continue to make the Boone Man something other than a salesman of white space.

He talks of his sixteen newspapers in terms of your sales and your problems to increase them and advance your

# BASED ON

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# ADVERTISING

profit. In brief, it serves to make a more satisfactory advertising campaign all the way around.



## CALL IN THE BOONE MAN

### RODNEY E. BOONE

*General Manager, National Advertising*

#### CHICAGO

Hearst Bldg.

#### NEW YORK CITY

International Magazine Bldg.

57th Street at 8th Avenue

#### DETROIT

General Motors Bldg.

#### BOSTON

Winthrop Square

#### PHILADELPHIA

Fidelity Philadelphia Trust Bldg.

#### ROCHESTER, N. Y.

Temple Bldg.

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

#### Evening

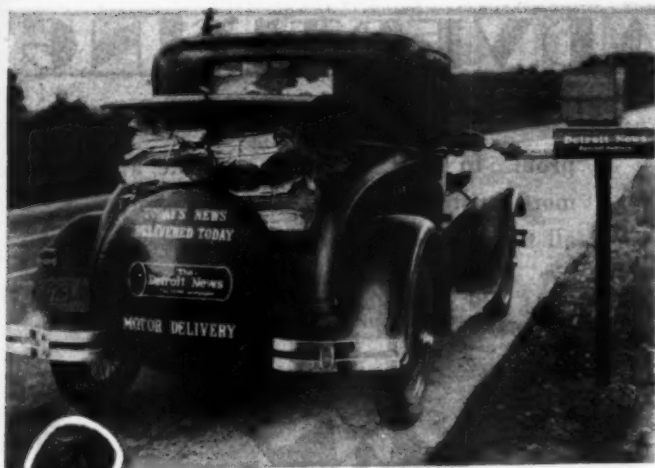
Chicago American  
Detroit Times  
Baltimore News  
Wisconsin News  
Washington Times

Boston Advertiser  
Albany Times-Union  
Rochester American

#### Sunday

Detroit Times  
Baltimore American  
Syracuse American

# S E R V I C E



## Suburbia gets her copy of The Detroit News as soon as Metropolis

Leave Detroit by any highway and the sides of the road will be seen dotted with the red rural delivery boxes of The Detroit News. Within a radius of 70 miles of Detroit rural route carriers take The News to farm houses and suburban dwellers, delivering them almost as soon as the regular carriers in Detroit, proper, distribute their copies. Rural route carriers of The Detroit News cover in the aggregate 4,289 miles a day. Some carriers deliver as many as 500 copies. Thus The Detroit News reaches the rich suburban and farming area adjacent to Detroit, making of all this territory one homogeneous Detroit News market, where four out of five homes take The Detroit News.

# The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. KLEIN, 50 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

# Audit Bureau Excludes Bulk Sales from Net Circulation

Outside Investigation Also Decided Upon as Regular Part of Bureau's Service

AT the sixteenth annual convention of the Audit Bureau of Circulations held at Chicago last week action was taken which hereafter shall cause the elimination of so-called bulk sales from the net paid circulations of newspapers and farm papers as set forth in Bureau reports. Another important move of far-reaching consequence is that henceforth the Bureau will make "outside investigations" as a part of its regular procedure instead of waiting until such inquiries, as has been the case heretofore, are called for by an individual publisher member who may question the accuracy of a competitor's circulation figures as made in the Bureau's reports as the result of statements and figures submitted to it by the publisher.

The bulk sale ruling was made in open convention through the adoption of a resolution proposed by the newspaper and farm-paper divisions. The new departure governing outside investigations did not come before the Bureau members as a whole but was taken by the board of directors during the progress of the convention.

Under the rules and practices of the Bureau up to now all copies of publications sold in quantities (except to public libraries) and all copies paid for by persons other than the recipients, whether in the form of annual or term subscriptions or special one-day sales, have been considered as "bulk sales"—with the exception that gift subscriptions have been specifically exempt. All such sales have been regarded as net paid circulation of the same quality as sales obtained in the regular way at full prices and have been set forth as such upon the Bureau's audit form.

The move which resulted in the new ruling was made in the first general session of the convention by Fred A. Walker of the New York Sun and Max Annenberg, di-

rector of circulation of the New York *Daily News* and Sunday *News*. Later it was considered by the newspaper and farm-paper divisions and returned by them to the convention in the form of a resolution which would make the ruling apply to all publications. The committee on resolutions, however, decided inasmuch as it was essentially a newspaper problem, its general application would work an unnecessary hardship upon magazines and others. Hence the committee, after a protracted session, reported a resolution which was adopted as follows:

RESOLVED, that the members of the Audit Bureau of Circulations request the Board of Directors to revise the rules and definitions of the Bureau in such a way as not to include any bulk circulation, under the heading of "net paid circulation" in the newspaper and farm paper forms, and that the figures and explanation of bulk sales shall be set forth in the Bureau reports separate and apart from the net paid circulation and separate and apart from free distribution.

New York newspaper circulation battles supplied most of the background for an animated and picturesque discussion which finally resulted in the adoption of the resolution. Mr. Walker brought out that the old practice of selling copies in bulk to hotels and then, with advertising stickers attached, to be distributed free to guests, had been expanded to such an extent that some publications now make such sales to steamship lines and various commercial interests. He did not question the right of publishers to expand their circulation in this way but insisted the sales should not be classified as net paid; that they should be handled separately on a part of the audit form other than the first page and distinctly labeled and identified as such.

Mr. Annenberg, explaining that this was his first appearance on the



floor of an A.B.C. convention and that he came primarily to present his views on this subject, made a statement which sums up in a general way the views of those opposing the inclusion of bulk sales in the net circulation figures.

"While this inclusion," he said, "is permitted by the present rules of this Bureau, the qualifying statement now required to be made in connection therewith on the publisher's statement is an indication that this Bureau has in the past considered there was something very questionable about placing such circulation figures in the net paid column. In view of the fact, however, that increased efforts are being made by many publishers in a great variety of ways to puff this class of figures, it is the duty of the Bureau in fairness to the advertisers and the advertising agencies of this country, to inquire if this class of circulation is 'net paid' in any generally accepted sense of those words. If it is not net paid, then it is the duty of the Bureau to require publishers to show the circulation figures of so-called 'bulk sales' elsewhere on their statements than in the net paid column on the first page.

"There has long been a tradition in the publishing business that a net paid subscriber means a subscriber who has actually paid not less than fifty per cent of the regular advertised annual subscription price. It must be admitted that it is now the policy of this Bureau and the desire of its advertiser and advertising agency members to have excluded from the publisher's statement of total net paid circulation all those copies for which the ultimate consumer and reader paid nothing, whether the publisher has forced the same upon the prospective reader as a free copy either directly or indirectly. And there is no dispute that all copies now classed as bulk sales and which are now shown on the first page of newspaper A.B.C. statements and included in the final net paid total are given free to the ultimate consumer and reader."

The advertiser members did not participate in the discussion, leaving the matter to be fought out

among the publishers themselves; but they did take action in their divisional meeting favoring the practice which henceforth shall be the Bureau's policy.

The decision to make outside investigations a part of the Bureau's regular activities was reached by the Board of Directors as the result of a move started by O. V. Fragstein, director of circulation of the *Milwaukee Journal*.

### *Verifying of Book Figures*

Mr. Fragstein, who at one time was chief auditor of the Bureau under the managing directorship of Russell Whitman, brought out before the board the need for verification of book figures as the only real safeguard in auditing procedure. During the last few years a limited number of such outside investigations have been made at the request and expense of the applying or complaining publisher. It was Mr. Fragstein's suggestion that the Bureau employ a number of investigators to travel over the United States throughout the year, stopping in cities and towns to make the same investigation among newsdealers and newsboys which publishers who now find such an inquiry necessary or advisable are obliged to make at their own expense.

To illustrate: A publisher's statement to the Bureau may show that he has a certain number of copies going to Dodge City, Kans. There is no doubt about the papers being shipped, but are they sold? This would be ascertained by the Bureau's investigator during his visit to Dodge City, and at the same time he would check up on the actual sale of all other Audit Bureau publications going to that town. The facts thus would be secured during the period to be audited rather than twelve or fifteen months later.

Inasmuch as the application of this idea by the Bureau seemed to be largely a matter of finding the money to pay for it, the *Milwaukee Journal* announced its willingness to finance the proposal and offered the Bureau \$50,000 to be expended during one year as a practical test of the plan's value. The directors



Whatever else it may take to completely cover Chicago, it can't be done without the Chicago Evening American, now in its eighth consecutive year of circulation leadership in Chicago's evening field. The Chicago Evening American now leads the next Chicago evening paper in circulation by over 100,000, and has for several years.

CHICAGO  
EVENING  
AMERICAN  
a *good* newspaper



*National Representatives:*

RODNEY E. BOONE ORGANIZATION

decided, however, that the Bureau as a whole could and should finance the outside investigations. Final details as to the number of investigators to be used in this work on a full-time basis and the machinery of operation are yet to be decided; but the idea has been approved in principle.

Previous to the session of the board at which this action was taken, P. L. Thomson, president of the Bureau, reading his annual report in open session, referred to the matter of assessing charges for outside investigations which he said was "still a matter of dispute and sometimes had feeling." It came up also at various times during the convention, being discussed by Mr. Walker, Mr. Annenberg and others. It seemed to be the general opinion that the complaining publication should bear the cost, or at least most of it. Presumably the sentiments thus expressed in the abstract had considerable weight in causing the board of directors later to accept Mr. Fragstein's idea.

"The board has every sympathy," Mr. Thomson said, "with the publisher who has not done one thing to warrant a local investigation, but who, when it is over, is called upon to bear a pro rata share of the expense. It does not seem fair that he should suffer a financial tax because his competitor has erred although it is of course true that he does benefit by an outside audit which exposes the unfair competition to which he has been subjected by the offender. Most publishers pay their assessments for these local investigations without any protest upon that ground. Nevertheless your directors would be glad to see developed some method of assessing the costs of these troublesome cases without financially penalizing the innocent party.

"Another aspect of outside investigations should have a brief mention. I refer to the Bureau's long-established practice of keeping inviolate its sources of information. When the Bureau's representatives go out into the field for the purpose of checking up practices which have been complained of, its representatives are able to secure a certain amount of infor-

mation only upon the promise that its source will remain in confidence. In the past it has occasionally happened that publishers, suspicious of distributors who they believe had disclosed confidential transactions, have effected reprisals upon these distributors which worked a serious hardship. One who has thus suffered a financial loss by reason of a disclosure to the Bureau obviously blames it for the loss, and from him the Bureau can expect no further co-operation. The Bureau has been meticulous in protecting its sources of information, and its reputation for so doing has always been looked upon as an important factor in insuring the thoroughness of its work. To change our practice would, in the judgment of your board, simply dry up the Bureau's sources of information and seriously hamper its work. This is why any proposals looking toward such a change should be given very careful consideration."

An important revision in the Audit Bureau's policy toward association subscriptions was recommended by the members of the board of directors. Under the policy existing up to this time, when an association publishes a paper or subscribes to a publication for its members, pays for the subscriptions and charges the cost back to the individual members, such subscriptions were recognized by Bureau rules as paid. Usually money for the paper is collected from the individual as part of his dues. In some cases the member pays the same dues regardless of whether he wants the paper. In other cases he is allowed to decline the paper and then pay a correspondingly smaller amount for dues.

Sentiments governing this matter, expressed in the business-paper division, ranged all the way from the belief that such subscriptions should not be recognized as paid at all, to the other extreme that they are the same as any other subscriptions and should not be segregated. A compromise resolution which, if followed by the board of directors will bring about a new policy as to association subscriptions, follows:

# The Shortest Distance

---

## Between two points

It's a straight line; we all know that...

In advertising,  
it is something that goes direct  
from you to your prospect...

The right sort of booklet,  
for instance... But, you say,  
what IS the right sort of booklet?

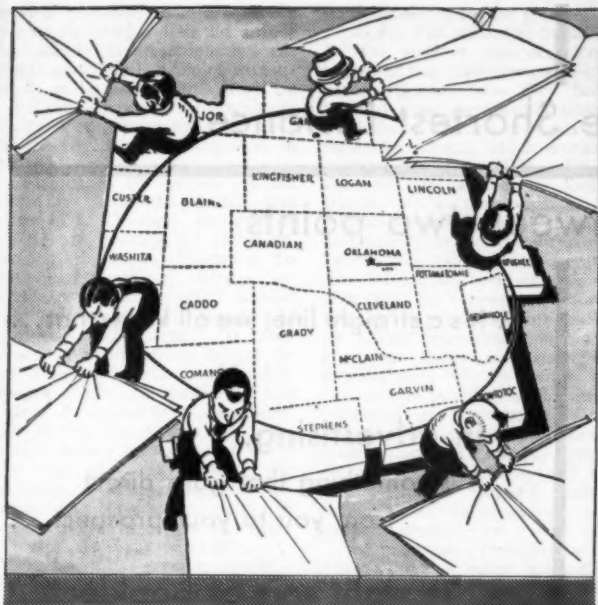
Well,  
suppose you let us have a  
chance to show you a few  
samples...

They might interest you

**Charles Francis Press**

Printing Crafts Building

461 Eighth Avenue - - New York



**HOW MUCH OF  
THIS AREA DOES  
YOUR ADVERTISING  
COVER ?**

THE  
M  
territ  
spen  
Subu  
the J.  
the D  
Territ  
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New York

THE outlined area at the left is the real Oklahoma City Market—average radius 68 miles, and the largest trade territory in Oklahoma in miles, in population, in wealth, in spendable income. The Oklahoma City Market is the A.B.C. Suburban Area, and it conforms to the areas established by the J. Walter Thompson Company's "Retail Trading Areas," the Department of Commerce's "Atlas of Wholesale Grocery Territories," Editor and Publisher's "1930 Market Guide," and any other standard authority you may consult. ▼▼▼▼▼

Despite its more than 22,000 square miles, its population of approximately 1,000,000, and its annual spendable income of \$417,000,000, the Oklahoma City Market is a part of no other area, tributary to no other city, and uncovered to the extent of even 1% by any outside metropolitan newspaper.

Unless your advertising is in the Oklahoman and Times, you are not really covering the Oklahoma City Market at all.

Advertising can be effective in the Oklahoma City Market only with local contact in and through Oklahoma City, which distributes 85% of the merchandise sold in this area and 75% of all commodities sold in the State. This contact is accomplished quickly, resultfully, and at one low advertising cost through an adequate schedule in the Oklahoman and Times, which offer advertisers a thorough-going and exclusive coverage of the Oklahoma City trade territory, which is, officially and actually, the State's largest and richest market. Investigate! ▼

## The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The OKLAHOMA PUBLISHING COMPANY  
THE OKLAHOMA FARMER-STOCKMAN - WKY

New York Chicago Detroit E. Katz Special Advertising Agency Atlanta Kansas City San Francisco  
Dallas

**in 1928 the  
Detroit Times led  
all newspapers in display  
lineage increase  
and we're more than  
800,000 lines  
up on that record  
for the first  
nine months of  
1929  
—"the trend  
is to The Times,"  
as we have  
so oft  
repeated.**

**"THE TREND IS TO THE TIMES"**



RESOLVED, that the Audit Bureau of Circulations recommend to the Board of Directors a revision of rules pertaining to association subscriptions, so that in paragraph 8 those subscriptions which are compulsory upon members of an association shall be segregated from those subscriptions which are voluntary, and that complete information with regard to association memberships shall be given in all paragraphs containing detailed analysis of circulation.

The proposed plan seemed to have the approbation of the advertiser members, although it was in the newspaper division that the issue stirred up real interest.

A determined effort was made by numerous publisher members, notably those in the newspaper division, to bring about a change in the Bureau's publicity rules. It was the more or less general sentiment among these members that the present policy forbidding a publisher member from using advertising in behalf of its own publication quoting from A. B. C. figures was out of date. It was brought out that a competing publication may make certain claims which the other publication may desire to refute. The only way it can make use of its A.B.C. audit to do this is to publish the whole report and let the report speak for itself; no direct references to the figures can be made. It was declared that in many cases the present rules allow some publishers to present the points more suited to their circumstances, while restricting others from presenting their most advantageous points. It was said also that publishers have grown in wisdom; that they have learned the lesson of selling their propositions constructively without attacking competitors and, rules or no rules, will continue to act sanely. The general sentiment seemed to be that directors could properly be depended upon to iron out the situation with justice to all, and it was put up to the Board in this resolution:

RESOLVED, that the Audit Bureau of Circulations recommend to the Board of Directors that the spirit of the present publicity rules be maintained, but with clear interpretation and better provisions for their enforcement.

If the reference to publicity made in Mr. Thomson's report is any criterion, it is reasonable to expect that the Board's attitude will be one of liberal interpretation of the publicity rule.

"You can see why at the inception of this movement it was necessary thus to safeguard all this information," said Mr. Thomson. "Much of it had previously been confidential. Many publishers were joining the Bureau with misgivings as to the damage they would likely suffer by having such confidential matter in the hands of their competitors. Now, however, after fifteen years of experience with the Bureau, a change in conditions has come. Publishers and advertisers are accustomed to discuss frankly and compare the Bureau reports. Is there any longer any necessity for drawing fine lines of distinction between comparisons made personally and those made in print? It has seemed to the directors that the time has come to open up this whole question before the membership."

Beginning January 1, 1930, the period allowed for subscriptions to be carried in arrears and still count as net paid will be reduced to three months in accordance with action taken last year. The question arose in the convention as to whether at the same time the renewal period should also be cut to three months instead of standing at six months as under the present plan. Inasmuch as only two divisions considered the matter at all, and these brought in opposing resolutions, the convention decided to refer the whole matter to the directors for such action as they care to take.

More than once, during the meeting, were heard sentiments to the effect that publisher members should strive to keep their records in such shape as to afford the Bureau's auditors the utmost co-operation and thus, if possible, cut down auditing costs. The members seemed to have in mind the inevitable trend toward an ultimate adjustment in the scale of dues. Mr. Thomson characterized the present plan as "an archaic system of dues plus extra charges, which

(Continued on page 160)

# Out in the Open

## By Howard W. Dickinson

I'VE made a funny experiment. I tried to be just a consumer and look over a few magazines. It was queer how differently the advertisements looked while I was trying to hitch my mental receptivity to the consumer's wagon. I forget very easily, but it is hard for one to forget that he has ever made and sold advertisements.

**Lucky Babies.** (adv.)

Have'n't had a baby for twenty-one years. But once a baby-tender always a baby lover. First time we had one I held up everybody on the street and told them all about it. What's a great insurance company got to do with babies? "Prevention of Diphtheria." To a parent it is a beautiful advertisement.

**Intestinal Hygiene.** (adv.)

Don't know about this. Quite a lot of language about a dose of salts. Fellow in the picture with a brief-case, might be an advertising man. The fellow looks a bit sick and yet he would look that way if he were cooking up a sales talk that came hard. I learn of "pleasant taste" and thorough but gentle action, also that it is "different." "Less than 3 cents a day" suggests to my consumer mind both a high cost and a habit. We consumers are sometimes even as perverse as that.

**Relieve Sore Throat.** (adv.)

As a consumer I always feel thankful when an advertiser suggests "relief" instead of sure cure. This chap is frankly suggesting first aid measures, rather than trying to be a doctor's office in a bottle. Perhaps the fact that I always keep a bottle of this stuff in the closet is a reason why I like this advertisement. Wonder if it pays to remind a constant user. Guess it does. There I'm in wrong again. A simon-pure consumer would never think of that.

**Sons and Daughters at school—talk to them often by Telephone.** (adv.)

There's an idea. We think of long distance telephone calls as emergency measures, too expensive for common use. This advertisement says they are inexpensive. I suppose if the absent student were at home it wouldn't seem expensive to take him to a show. It took me years to realize it was worth the few extra cents to have a newspaper at home for each member of the family. Eight cents, 6 cents extra. Now that the ice is broken it looks like a wise investment.

"Voice Visit" with your absent child at least once a week." That's rather a spiffy idea.

**Twice as Old and only Half as Lovely.** (adv.)

I'll have to go on a consumer strike here. I'm not that kind of consumer and never can be in this incarnation. If I don't turn over the page I'll find myself criticizing this copy as an advertising man.

**Does your tooth brush fit your dental curve?** (adv.)

I'll bet a quarter it doesn't. I'm afraid to look further for fear I'll find that no tooth brush fits. I don't want to be upset on that subject, and yet I must go on. There are only three kinds of dental curves, it seems. Well, I'll have to give it up. They say it's very simple, just look in the mirror. I did, but my face wasn't like any of the good looking trio at the top of the page. If somebody offers me just a good brush that will fit any face I'll probably have to fall for it.

**Men, it's yours for the asking. Mail the coupon for generous 7-day sample.** (adv.)

Whoever thought there was so much intriguing information to be passed out about a shaving cream? "Multiples itself in lather 250

Nearly 100,000 women thronged The DeBoth Cooking Schools in New York sponsored by The Evening World . . . Representative housewives braved crowded halls and stormy days to display their interest in culinary affairs . . . Capacity audiences proved The Evening World's ability to reach and influence the great household audience in New York . . . Cooking schools may come and go, but the fact remains that food advertising in The Evening World strikes a responsive chord, because The Evening World has the quality and the quantity of circulation to assure definite results.

## The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER  
Chicago

GENERAL MOTORS BLDG.  
Detroit

times." Depends on whether I'm a wise consumer or a foolish one as to whether or not I get the full significance of that fact. Sorry, but I don't know nor care whether 250 is just right or too much multiplication or too little. "Softens the beard in one minute." Well, I feel that it ought to. "Strong bubbles hold the hairs erect for cutting." That is a gem. Strong bubbles appeal to me. As a bubble blowing small boy I used to pray for strong bubbles. Sold! I'm going to get a tube of this and an old-fashioned clay pipe.

**Please Accept 3 Nights' Restful Sleep.**  
(advt.)

"It is a super delicious drink" and it puts you right to sleep. "While you sleep it supplies your system with the energy lost the previous active day." "Sleep utterly without drugs." A medicine or remedial agent, as I take it, which is not a medicine. Very interesting, new to America, used for over thirty years in Europe. Claims are rather strong and enthusiastic, "brings you all-day energy for tomorrow." Why eat breakfast then?

I guess I'll have to fall for it. Yes, "fall for it," I'm sorry to say, is the way I feel as a consumer. I've tried a lot of "food" renovators and invigorators, and I'm husky yet.

**It's a wonder any child can spell.**  
(advt.)

It surely is. (Agreed.) "The child learns a word as a type picture—not as a collection of letters." (Agreed.) "Any child can detect when a typed word is misspelled." (Agreed.) "It is such fun to type that home work will become a pleasure." (Almost agreed.) Say! The great John Dewey himself might have written this advertisement. A type-writer—"a utility of modern living." As a consumer, I go all the way with this advertisement. I don't have to "fall for it," I accept it and I haven't the faintest idea who wrote it.

**Ever wish you were dancing with her?**  
(advt.)

This is charming. Here is the magic of charm. Here is the mysterious secret of the boudoir, and it isn't the boudoir of a wealthy beauty either. Here is a sweet, serene flow of clean English words, a convincing picture of sparkling happy life. Here is the simple psychology of doing a thing that must help to bring pleasure and friendship. What is it all? Just a tactful, wholesome, strangely pleasant appeal for clean face, hands, body and garments. It is sponsored by an association of soap producers and it makes one wonder why can't all their individual advertisements be equally clean and wholesome? This advertisement fits every person in the world.

**In the air it's Skill.**  
**In a cigarette it's Taste.**  
(advt.)

Sorry to say I smoke a cigarette whose advertising I like less, and which I consider the height of bunk. However, I begin to feel these clever episodic advertisements getting to me. It won't be hard to change either, because I am "blunt tasted" and can't tell 'em apart anyway. Really these people only claim to be skilled and conscientious cigarette makers. I'm free to grant that and I like both the restraint and the artistry of their advertisements. Being a consumer, I refuse to worry about whether or not they have "drive" or "punch" enough. As a consumer I feel too much driven and punched anyhow. Then I do like to see a pair of airplanes flying over a couple of pages with a lot of white space.

**Every Saturday—in Every Stadium—Sore Throat.**  
(advt.)

Killjoy, go away! That's the way this consumer feels about that. If I can get a sore throat yelling for a winning team at Marietta or Harvard or whatever, then I'll use something to kill *Staphylococcus Aureus* or whatever little stranger is forcing his undesired attentions upon me. Give me the fun of the game. Don't try to scare me into staying away. If I do get a sore throat—well, I'll take *something* for it.



At the end of *this* rainbow there is a real pot of gold. And the rainbow is especially brilliant and continuous from November, 1929, to May, 1930.

Florida's winter visitors!

They bring into the state an estimated \$500,000,000 cash, for enjoying the cities, towns, lakes, beaches, stores, recreation parks and golf courses. They will spend their "winter fund" here, and the permanent population of the state will re-spend it.

Circulating funds will increase sales for many a manufacturer.

*State-wide newspaper circulation and intensive coverage in Jacksonville is the help open to you through—*

## The Florida Times-Union

JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 56,707 Daily, 63,028 Sunday

Represented Nationally by  
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

# Is X your *Prima* L . . . or a P

*X—symbolic of the powerful external forces in modern business—aids or defeats every merchandising venture.*



**T**HERE they sit, the blood-and-bone members of your sales force . . . men after your own heart . . . fired with your own enthusiasm . . . tractable . . . hard working . . . loyal. And there is X!

X is different, temperamental! . . . but potentially the most brilliant producer of them all. Works in every ter-

ritory, has a finger in every new economic project, conference, sale, legislation, but difficult to handle, and always insists on being understood. The new

You can't sway or compel analysis X, for X symbolizes the change of the X gent external forces that business changes the great or small, in this age of changing our business. X is composed of its and of diverse and relentless power month Na ers—changing public taste ing that



# NATION'S B

# na Donna salesman . . c a Prize Dud?



in every new economic structure,  
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understood. The need for a constant  
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forces the business is written in the  
business changes that are constantly  
this age, wiping out old primary mar-  
composed of and opening new. Each  
utless power month Nation's Business is  
ublic talking that need for more than

300,000 thoughtful executives  
in every field of business.

And the very fact that  
these 300,000 executives are  
watchful of the whole pano-  
rama of business should in-  
dicate them as a preferred  
audience for *your* sales  
story. They are watching  
both the editorial and the  
advertising pages—of Na-  
tion's Business.

# 'S BUSINESS



HAS your customer list doubled in eleven years?



OURS has!



IN 1918 the circulation of the daily Free Press was 115,515—the Sunday Free Press 139,431.



TODAY—the October first post office statements of circulation show The Free Press with 248,158 daily, 315,093 Sunday, an increase in the eleven year period

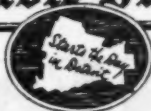
of 114% daily, 126% Sunday.



SUCH a growth definitely denotes vigor and virility in the contact of this newspaper with the community it serves—an ever widening, broadening influence that now embraces within its scope, the true purchasing power of the Fourth City of the United States.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

Por  
Octob  
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cago.



# What Big Business Expects of Newspaper Advertising

Some of the Problems of Such Advertising as Set Forth by an Agency Executive

By Guy C. Brown

Vice-President and Secretary, Campbell-Ewald Company

**B**IG business as we now see it in operation, no longer is "viewed with alarm" but with approbation and encouragement. In my opinion, it can be summed up briefly in this: Business today is big because of its desire to serve as contrasted with the big business of the Oppen cartons of thirty years ago with its desire to get. We Americans, through a happy chain of circumstances, are in a position to pay for what we want.

We, as advertising men, naturally feel that advertising has played a magnificent part in helping business to grow to its present stature and at the same time in helping to mold favorable public opinion toward such growth. In order to accomplish such purposes, advertising itself has had to grow big—big in its thought, its aims and in its operation. Each phase of this development might form the basis for an interesting talk, but inasmuch as you are newspaper men and as the operation of the advertising of big business concerns both agency and newspaper so intimately, I am going to devote my time to problems arising from that particular subject.

And it is my thought in the discussion of these problems, not to have you regard these remarks as a criticism of how you run your newspapers—rather that they set forth some of the difficulties which beset a modern agency in handling a large volume of advertising scheduled for a great many newspapers. They are difficulties which result in waste, in the leaking away of dollars for newspaper and agency alike. And if the newspaper and the agency are to grow

in their service to big business and the general public, which they must do, the elimination of these difficulties and wastes will provide the time and the money to make such service possible.

## *Revised Insertion Orders*

One problem is that of revised insertion orders. The Campbell-Ewald Company places advertising for its clients in a total of 16,000 newspapers. That is, the total number of newspapers on all schedules is the figure just given. For the twelve months' period ending September 30, 1929, a total of 275,131 original insertion orders were issued—the great majority calling for from two to six insertions or a month's advertising. During the same period we issued 81,900 revised insertion orders—that is, orders which revised the original insertion orders. Of these revised orders, 31,900 were necessitated because of changed plans on the part of the client, mail delays, material lost or damaged in transit, etc., conditions over which neither agency nor newspaper had control.

But 50,000 or 60 per cent of these revised orders were necessitated because the newspaper did not run the advertising on the date scheduled nor within a week of the date scheduled!

The clients of whom I am speaking in this connection represent million-dollar business for the newspapers of the country. I believe they are somewhat of the opinion that the newspapers are not geared up to million-dollar business and that there is some question in their minds as to how effectively newspapers may be keyed into intensive, strategic, comprehensive advertising campaigns in which each unit must move on schedule.

The investment of big business

Portion of an address delivered on October 24 before the Newspaper Advertising Executives' Association at Chicago.

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today in advertising runs into millions of dollars. It is not exceptional that a cool million be invested in the newspapers in a period of thirty days or that week after week an advertisement be released to the newspapers which entails the investing of \$100,000 per insertion. When advertising runs into such figures it calls for months and months of the most careful preparation and the co-ordination of a myriad of other sales activities which oftentimes involve a like expenditure, if the results are to warrant a continuation of the effort. Everything must be ready when the clock ticks off the zero hour.

Big business believes in newspaper advertising and would like to count upon it as one of its attacking forces at every zero hour, but big business wonders sometimes when such situations as I have endeavored to outline are apparent, if its confidence in newspapers isn't misplaced.

And then there is the problem of display used-car advertising.

Whether you may or may not have studied the development of the automobile industry—now the greatest industry in America—you have heard the automobile dealer nowadays has what is called a used-car problem. This began to be apparent a number of years ago and, naturally, the dealer turned to advertising in his local newspaper as one of the means of disposing of cars he accepted as trade-ins upon new merchandise. Such advertising found its way into the classified columns for reasons which are interesting but which I haven't the time to detail here. And as year succeeded year, as automobiles were being built better and as automobile sales grew with astonishing rapidity, the number of used cars a dealer handled increased in like ratio.

And the volume of classified advertising assumed tremendous proportions—so much so that practically every metropolitan newspaper now has one or two or three classified advertising solicitors who personally are in touch with automobile dealers every day.

Careful study by automobile factories and dealers disclosed that a new type of used-car advertising would be of material assistance, that classified could not handle the task alone, and display used-car advertising came into the picture. Many tests and experiments were made with advertising of this character in combination with classified, and they proved so successful that programs of this nature were provided dealers.

What happened? The classified solicitor, when he came around for his liners, was told by the dealer the factory was recommending the use of display advertising. The classified solicitor immediately thought he saw his volume slipping away and he denounced such "foolishness" with all the energy at his command. And as the average solicitor knows far more about advertising than the average dealer, his words had their effect. The dealer either decided the solicitor was right and the factory wrong and refused to carry forward the program or allowed it to start without enthusiasm on his part with the feeling that it would fail.

And that is the situation in many metropolitan centers today. Whenever one of our men has been on the ground and this complexity has developed, he has gone to the publishers of the papers, explained the situation, it has been immediately appreciated and the classified solicitors have been instructed how to operate.

#### *Newspaper Solicitation of Agency and Client*

I realize I am treading upon dangerous and, perhaps, debatable ground, in discussing my next point: the problem of newspaper solicitation of the agency and the agency's clients. Yet it is a situation which, in our judgment, is so wasteful of the client's time, of the agency's time and of the newspaper's money that I am being so bold as to talk it over frankly with you.

Big business today plans its advertising well in advance of the time it is to appear and keys it into the general merchandising pro-

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Sund  
home  
buyer

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# J. Pierpont Morgan Won't Lose Any Sleep Over This

**N**OR will that other internationally-famous financier, Andrew Mellon. In less important swivel chairs, however, there are *many* high-powered potentates in the domain of dollars who should get this message—and be guided accordingly. . . Is it *news*? You *bet* it is! Harken to it: During the first nine months of this year The Los Angeles Examiner has gained more than 40% in total financial advertising. A gross volume of better than 984,000 shrewdly-bought lines. An addition of nine *more* of the most important bond houses and underwriters to our already imposing roster of financial advertisers. A newspaper section—*every day!*—that *brims over* with ticker interest and activities of “the street.” Here is the closely-followed newspaper advisor of Southern California. By all odds the preference of money-minded people. . . . Into more than 200,000 financially-able homes this brilliantly-edited, thoroughly modern newspaper goes every morning. On *Sunday* it is read by *all* the family in more than 440,000 homes! Is it any wonder, I ask you, that more and more space-buyers are depending upon The Examiner to *carry the load*?

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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gram. With many companies it is for an entire year; with others, for a six-months' period and the remainder for a three-months' period. And when once established for any of these periods the program is "set" and cannot be changed. For, as I have said, advertising is a co-ordinated activity today, not an isolated one which stands apart. The newspaper advertising solicitor knows when appropriations are established—or he can know, for it is no secret—and during such preparatory periods every fact he can contribute is welcomed eagerly. This would necessitate, at the most, calls upon these advertisers four or perhaps six times a year. Yet this seems to have no bearing on the situation. Once a week or even oftener, the solicitor's card is sent in to the advertising manager or the solicitor calls him on the phone. In ninety-nine cases out of 100 the solicitor has no new facts to contribute, but his report to his paper shows that he made another contact with an advertising manager who is directing a considerable newspaper advertising program. The demands of such "contacts" have grown to such an extent that an advertising manager could spend every hour of his day "seeing" solicitors—and all the other important phases of his work go by the board. You might say that the advertising manager could assign this work to an assistant, but the solicitor knows the assistant in most cases is not the man who has the "say" upon such cases and like the Royal Mounted he tries to "get his man."

And I am not blaming the solicitor for making such "contacts" for undoubtedly he is acting under instructions from his newspaper. I appreciate the new salesmanship has as its keynote that the more contacts made, the more sales will result. But such a program needs to be operated with intelligence. Make more calls—fine—and establish more contacts but not call after call after call upon the same contact when the solicitor has nothing to say. It doesn't mean anything.

What I have had to say about

the waste of time and money in these many contacts with the advertiser is applicable to the agency as well. It, of course, is one of the most important phases of an agency's duty to be thoroughly familiar with every phase of newspaper media and no force today is more diligently in search of facts contributing to such information than the space department of a modern agency.

Such data come to the agency in many and various ways, chief among which are calls by newspaper solicitors and the printed material which is mailed from the newspapers direct. With a large agency, the volume of such calls is very large. It has grown to such an extent with the Campbell-Ewald Company—and so many departments entirely apart from media were being asked by solicitors, "will you learn as a favor for me whether or not my paper or papers are on such and such a list?"—that it has been necessary to designate one person in the space department as a "checker," we even call him that, such calls are referred to him and the supplying of such information requires all his time.

#### *Can't See Every Solicitor*

Although we have two highly experienced men in our space department who devote all their days to newspaper media—in addition to the time given by the head of the department—it obviously is impossible to see every solicitor at the exact moment of his call. We dislike to ask him to wait but we must, until the men ahead of him have been seen. I appreciate it is very much worth while for a newspaper to have its representative wait a half hour at one agency and an hour perhaps at another and so on throughout the day—if that representative has some fact of value to contribute—even one. But I also maintain that the money invested by the newspaper in that solicitor's time and the money invested by the agency in seeing that caller, is wasted if all that solicitor wants to do is to make a "contact" so as to send a good daily or weekly report

NEW YORK

HIN

One  
Peop  
Mem

W. W.  
285 Ma  
NEW YORK

# ONE OF THE 506 EXCLUSIVE ACCOUNTS

Hind's Cream is another of the 506\* Nationally Advertised Products that used The Examiner exclusively

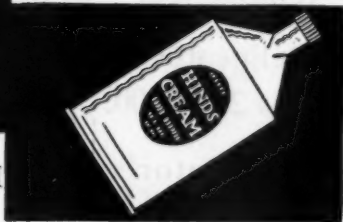
in San Francisco during 1928.

The confidence of San Francisco women by the scores of thousands, won by the daily articles of "Melisse" and other gifted women-editors of The Examiner, is exemplified in the sales records of advertisers who appeal to women buyers through its columns.

\*The 506 accounts do not include 102 exclusive Automotive and Financial accounts that bring the total to 608.



HINDS *Honey & Almond* CREAM



## San Francisco Examiner

One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW  
235 Madison Ave.  
NEW YORK CITY

A. R. BARTLETT  
3-129 General Motors Bldg.  
DETROIT

J. D. GALBRAITH  
612 Hearst Bldg.  
CHICAGO

F. W. MACMILLAN  
625 Hearst Bldg.  
SAN FRANCISCO

# *Delineator*

## has outgrown its

The A. B. C. average net paid circulation of *Delineator* for the second six months of 1928 was 1,931,064.

The A. B. C. average net paid circulation of *Delineator* for the first six months of 1929 was 2,002,672.

*Delineator's* net paid circulation for September 1929 was in excess of 2,325,000.

*Delineator's* print order for September was 2,461,000.

*Delineator's* print orders for the final months of 1929 are:

October . . . . . 2,543,000

November . . . 2,605,000

\*December . . . . 2,617,000

\*Preliminary figure



r. .

## it's B. C. statements

**Delineator's 1930 guarantee to advertisers**  
**\$2,300,000 average net paid.**

A guarantee automatically establishes the maximum rate an advertiser pays per thousand.

elineator's current rates, based upon its  
guarantee of 2,300,000 are:

00.	BLACK PAGE . . . . .	\$8,400
-----	----------------------	---------

Per 1,000 circulation . . . \$3.65

FOUR-COLOR PAGE . . \$10,700

Per 1,000 circulation . . . \$4.65

ELINEATOR expects to begin 1930 with a net paid circulation considerably in excess of its guarantee.

# GILDING the LILY

[*Not to mention the make-up of Polly and Jane*]

Beauty preparations skipped from the luxurious to the commonplace when women decided that rouge was as essential as roughage. And Kipling showed that he knew only the half of it when he wrote that line about the Colonel's lady and Judy O'Grady.

In 1889 they may have been "sisters under their skin". In 1929 they're sisters *over* their skin as well.

The average woman spends \$52 yearly for toilet goods and treatments. And that's average—whereas the sales potential for goods varies directly with sophistication. And New York is a pretty sophisticated market.

In this market *our* product enters the living rooms of more than a million homes on Sundays. Perhaps we could help place *your* product on the dressing tables, and in the medicine closets of these more-than-a-million homes.

1,689,473 women above 15 years of age  
read the Sunday New York American. They  
spend \$88,000,000 yearly for toilet goods.

## New York American

"A Better Newspaper"

PAUL BLOCK, INC.

National Advertising Representative

NEW YORK  
BOSTON

PHILADELPHIA  
CHICAGO

DETROIT  
SAN FRANCISCO

to his newspaper to show he has been on the job.

Please understand that in voicing these comments, the advertising agency holds no brief against the newspaper solicitor. He occupies an indispensable place in the picture. The advertising agency believes, however, his present mode of operation costs the newspapers of the country a tremendous sum of money which might otherwise be devoted to some more constructive purpose.

Perhaps I am on delicate ground in voicing the opinion that much of the space advertising done by the average metropolitan newspaper in its own columns and in the newspapers of other population centers is a waste of time and money. I believe a newspaper should advertise, certainly, but that it should not be the self-laudatory, lineage-boasting, advertising-to-themselves copy which is the vogue at the present time. If it is aimed to impress the general public it misses the mark by a mile, for the man on the street doesn't buy your newspaper or yours because it carries more advertising than some other paper. This may even be a dissuading factor. I have heard men state what they wanted in a newspaper was news. If it is aimed to impress the advertiser with its value as an advertising medium for his goods, it falls short of its objective for advertising lineage and size of circulation no longer are the determining factors by which big business decides which newspapers it will use. Lastly, he who continually blows his own horn, becomes tiresome.

No advertising agency man misses the opportunity when the publisher of a metropolitan daily is before him to speak of the problem of the cash discount. Frankly, gentlemen, the agency looks upon the elimination of the cash discount as nothing more nor less than an increase in rate to that agency's clients. Every reputable advertising agency in America—those agencies that place the bulk of the national advertising you carry with you and which runs into millions of dollars—pass whatever cash dis-

counts they receive from publications on to their clients. It is not, and please understand this, considered nor accepted as additional revenue for the agency. The few newspapers, therefore, which have adopted this policy have gained no good-will from big business, the advertiser. He looks upon it as subterfuge, as playing the cards under the table rather than upon it and has registered it as another question as to just where newspaper men stand as business men.

In addition to the hardship of an increased rate for its client, the agency itself has to assume an additional burden—that of being banker for the newspaper. It is the universal practice of big business today to discount every invoice where a discount is specified. If the agency's bills to its clients are net, the full thirty days are taken. It is necessary for the agency, on the other hand, to pay its newspaper bills by a certain specified date in order to maintain its credit and in the case of some newspapers to save its 15 per cent commission. What happens, therefore, is that the agency must pay the newspaper willy-nilly and go to its banks and borrow the money until the client honors its statement at the end of the thirty-day period. When an agency's newspaper billing running into several hundreds of thousands of dollars a month, the interest charges become a large and, in the judgment of the agency, an unfair item of expense.

### R. B. Tant with Criterion Service

Richard B. Tant, recently with Barron G. Collier, Inc., has joined the staff of the Criterion Advertising Company, Inc., New York, as a special representative servicing theatrical accounts.

### Joins O. S. Tyson & Company

Joel Berrall, formerly with the publicity department of the Edison Lamp Works of the General Electric Company, Harrison, N. J., has joined O. S. Tyson and Company, Inc., New York advertising agency.

### Now "Dairy Farm Leader"

The Milk Market Reporter, Chicago, a Middle Western dairy farm publication, has changed its name to Dairy Farm Leader.

# Federal Court Suggests Need for Legal Protection of Designs

Decision in Cheney Brothers Case Points Out That Today the Creator of a New Style Is Protected by Neither the Copyright nor Patent Law

**O**UGHT there to be a law to protect the originator of a product design against copyists? Today the creator of a new style is protected by neither the law of copyright nor the law of patent. Ought Congress by statute create a temporary right by which, for some specified time, the innovator might enjoy a monopoly?

The questions, significant to many manufacturers, and in particular to manufacturers of women's wear, are raised in a decision handed down by the United States Court of Appeals for the Second District. And the court, philosophizing upon the ethical—if not the legal—aspect of the matter, implies that, in some manner, the copyist ought to be curbed.

The court's decision, given in the case of Cheney Brothers versus the Doris Silk Corporation, is important not only for the implied suggestion that present-day protective laws are inadequate, but for the additional reason that the case itself is the first of its kind—its issues applying only to merchandise—ever brought to trial.

As reviewed in the court's decision, the facts were as follows: In October, 1928, the Doris Silk Corporation copied—unwittingly, so the corporation insisted—one of the popular designs of Cheney Brothers, and undercut the Cheney price. Through the law firm of Nims and Verdi, Cheney Brothers sought an injunction, in the District Court for the Southern District of New York, to enjoin the Doris concern from what the plaintiff called unfair competition. Denied the injunction in the lower court, Cheney Brothers carried the case to the Court of Appeals—whence comes the present decision, concurred in by Judges Manton, Hand and Swan, upholding the lower court's ruling.

In effect, says the decision, Cheney Brothers' plea, citing judi-

cial precedent, sought a "sort of common-law patent or copyright for reasons of justice." But, remarked the court, the principle of either expedient "would flagrantly conflict with the scheme which Congress has for more than a quarter of a century devised to cover the subject matter." And the power of courts to "amend" the law is limited, for "when the subject has been confided to a legislature"—in this instance, to Congress, which enacted the copyright and patent laws—"they must stand aside, even though there be an hiatus in completed justice."

For the court to grant common-law protection to the originator of a design would impose upon the court, the decision pointed out, the duty of first investigating to determine whether or not his innovation was new and truly original—and "required." Then would arise the question of how long his common-law protection was to continue.

"To exclude others from the enjoyment of a chattel is one thing," says the decision, laying down a principle; "to prevent any imitation of it, to set up a monopoly in the plan of its structure, gives the author a power over his fellows vastly greater, a power which the Constitution allows only Congress to create."

So, said the court, runs the law. But the court was mindful of other considerations. Thus:

True, it would seem as though the plaintiff had suffered a grievance for which there should be a remedy, perhaps by an amendment of the copyright law, assuming that this does not already cover the case, which is not urged here. It seems a lame answer in such a case to turn the injured party out of court, but there are larger issues at stake than his redress. . . .

Upon the possibility that present statutes might be amended, the decision offers this comment:

**HIGHEST in CHARACTER**  
**FIRST in WORLD in VOLUME**  
**of ADVERTISING—**

**T**HE NEW YORK TIMES endeavors, by careful watch over its advertising columns, to exclude whatever is misleading, fraudulent or unworthy. The Times welcomes information from its readers concerning any advertisement which may have escaped its vigilance and offers a reward of \$100 to any one who causes the arrest and conviction of any person who has fraudulently obtained money through advertising in its columns.

Despite the exclusion of a large amount of advertising, and the omission of many announcements on Tuesdays, Wednesdays and Thursdays for lack of space, The Times in September printed a greater volume of advertising than any other newspaper in the world—3,140,788 agate lines.

**The New York Times**

*The MOST COMPREHENSIVE NEWSPAPER in the WORLD*

Congress might see its way to create some sort of temporary right, or it might not. Its decision would certainly be preceded by some examination of the result upon the other interests affected. Whether that would prove paramount we have no means of saying; it is not for us to decide. Our vision is inevitably contracted, and the whole horizon may contain much which will compose a very different picture.

Thus the judiciary leaves the problem to be solved—if at all—by legislation. And the matter seems to be one for the manufacturer, harassed by the copyists, to discuss with his law-makers in Congress.

### G. S. Broholm with "The Farm Journal"

Gordon S. Broholm has joined the advertising staff of *The Farm Journal*, with headquarters at the Chicago office of that publication. He recently represented the *Long Homestead*, now merged with *Wallaces' Farmer*, and the *Wisconsin Agriculturist* and *Wisconsin Farmer* in the Middle West.

### K. K. Bell Heads Odol Corporation

K. K. Bell, for ten years vice-president and general manager of the Calumet Baking Powder Company, Chicago, recently acquired by the General Foods Corporation, has been made president and general manager of the Odol Corporation, New York, Odol dentifrice and cosmetics.

### "Christian Science Monitor" Advances Alfred Bode

Alfred Bode, for the last seven years advertising representative, at Braunschweig, Germany, of *The Christian Science Monitor*, has been appointed advertising manager for Germany of that publication. His headquarters will be at Berlin.

### New Account for Earle Ludgin Agency

Boynnton & Company, Chicago, manufacturers of embossed and cut mouldings, turnings and dimension stock, have appointed Earle Ludgin, Inc., Chicago advertising agency, to direct their advertising account.

### E. S. Zeller Advanced by Associated Oil

E. S. Zeller, formerly a salesman at Stockton, Calif., for the Associated Oil Company, San Francisco, has been transferred to the advertising department of that company as Central department advertising assistant.

## 100,000 Group Discusses Research Plans

**M**EMBERS of the 100,000 Group of American Cities, Inc., met at Chicago last week and discussed market research plans for the coming year. This organization is composed of ninety-six daily newspapers in as many cities of 100,000 or more population and has for its purpose the compilation and publication of a standardized analysis of basic market facts for all markets.

All officers and directors were re-elected at the close of the session. This leaves Walter A. Strong, publisher of the *Chicago Daily News*, as president; George M. Burbach, advertising director of the *St. Louis Post-Dispatch*, as first vice-president; Louis Wiley, business manager of the *New York Times*, as second vice-president, and Leslie M. Barton, advertising director of the *Chicago Daily News*, as secretary-treasurer.

The re-elected directors are: W. F. Schmick, *Baltimore Sun*; Harvey R. Young, *Columbus Dispatch*; William L. McLean, *Philadelphia Bulletin*; Herbert Ponting, *Detroit News*; Harry T. Watts, *Des Moines Register and Tribune-Capital*; E. E. Robertson, *Kansas City Star*; Rhey T. Snodgrass, *Minneapolis Journal*; W. J. Hoffman, *Portland Oregonian*, and John F. Tims, Jr., *New Orleans Times-Picayune*.

### Lloyd Keenan with Warren-Teed Seed Company

Lloyd Keenan has been appointed advertising and sales promotion manager of the Warren-Teed Seed Company, Chicago. He formerly was advertising manager of the Baker-Vawter Company, Benton Harbor, Mich., and has also been with the Wilson Jones Company and Russell T. Gray, Inc., both of Chicago.

### S. C. Moss Leaves Moss-Chase Agency

Sherwood C. Moss, for the last twenty-three years a member and officer of the Moss-Chase Company, Buffalo advertising agency, has resigned from that agency, effective November 1. He will become director of sales and advertising of the Flexlume Corporation, Buffalo, electrical advertising.

# *Fastest - Growing* **Newspaper** **Circulation** *in Los Angeles*

As shown by sworn statements made, to the United States Government by Los Angeles newspapers for the six months ending September 30, 1929, compared with the same period in 1928.

## Los Angeles Times GAIN---10,203

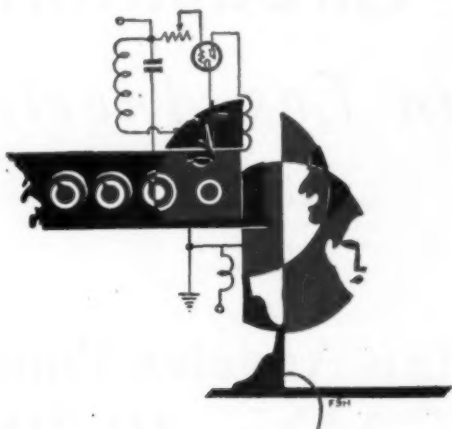
Next Paper (Afternoon)—Gain 7,980  
 Next Paper (Afternoon)—Gain 6,731  
 Next Paper (Morning)—Gain 5,648  
 Next Paper (Morning)—Loss 4,417  
 Next Paper (Afternoon)—Loss 5,001

## Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

FEATURES THAT MAKE THE SUN PR

# Radio



**R**ADIO NEWS COMES FROM TWO RATHER different sources: The scientific and experimental field for the one, and the broadcasting stations (their programs and the artists who create them) for the other.

In its handling of both of these phases of radio news, The Sun has long been the acknowledged leader in New York.

In the SATURDAY RADIO SECTION of The Sun the set builder and experimenter finds a mine of valuable information. This section, edited by E. L. Bragdon, one of the country's best known radio editors, helps the radio fan solve his problems, describes the new commercial receivers, analyzes the new developments and inventions, tells how to build new circuits and gives detailed drawings and specifications. It also contains the week-end broadcasting

The News



# SUN PRODUCTIVE FOR ADVERTISERS

programs, illustrated with pictures of the prominent artists . . . and much news of general interest to the radio listener.

And every day during the week the radio enthusiast finds in The Sun many columns of entertaining radio news.

There is the daily review of the previous night's programs by K. Trenholm . . . the daily column called "In the Broadcasting Studios," which takes the radio listener behind the microphone and gives him the gossip and the chatter of the leading personalities in the broadcasting fraternity . . . and the daily "Who's Who on the Radio," which describes in intimate, biographical detail the prominent radio entertainers.

And with all these exclusive features there is, every day, an unusually comprehensive and conveniently arranged program of the important stations in and out of New York.

## THE THOROUGHNESS WITH WHICH

*The Sun covers the radio world and the large following which it enjoys among radio enthusiasts have made The Sun the leader in Radio Advertising for many years. And people who are buyers of radio products are good customers for all worth-while products.*



# The Sun

NEW YORK

*The Newspaper of Distinction in its Readers, its News and its Advertising*



advertised in St. Louis  
*exclusively in*  
**THE ST. LOUIS STAR** and the  
other large evening newspaper

The "evening-newspaper-only" policy in St. Louis is preferred by advertisers of food products who want maximum volume at a minimum advertising expense.

The facts below substantiate this preference:

During the first 9 months of 1929, The St. Louis Star carried a volume of grocery advertising approximately three times as large as that of the daily morning newspaper.

In the same period, The St. Louis Star **GAINED** 35,152\* lines in grocery advertising, while the daily morning newspaper **LOST** 6,439\* lines.

(\*Figures taken from Media Records, Inc.)

# THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

# The Night Letter Copy Policy

A Brief Consideration of Psychology and a Layman's List of the Human Desires, Instincts and Senses—for Use in Determining the Copy Appeal—Ending with a Formula Calculated to Infuriate the Experienced Ad-Crafter

By Aesop Glim

IS an advertising man a psychologist—should he be—can he be?

I once knew a simple, homely man—he looked like Lincoln and worshiped Robert Frost—who would talk "Human Nater" with me by the hour. His observations were unusually keen. But if I even mentioned the word Psychology, he would literally cross himself against the evil eye and leave the room.

He was like a girl who shudders at the word Sex, while wearing the latest thing in bobs and one-piece bathing suits.

There are advertising men who are real psychologists, but who would feel you had attacked their characters by calling them such a name. And there are persons in Advertising who unblushingly accept the mantle, when some admiring female says, "You must know an awful lot about Psychology to be in the Advertising Business."

I, Aesop Glim, say it's time a spade got called a spade in this matter. Any dictionary will give you a definition to the effect that Psychology means knowledge of the human mind. Did you ever know a successful advertising man who didn't have considerable knowledge of the human mind? Advertising—about 99 per cent of the time—is an appeal through the eye to the mind. How can you get away from your need for all the Psychology you can possibly learn?

But don't get the idea it's easy! When the physiologists recently unearthed our glands and a few other bits of internal tubing, they knocked Philosophy clear out of the window and sent Psychology back to first principles. How can you write a Philosophy until you know why a headache gives the world a different hue? Philosophy rests on Psychology and Psychology rests on Physiology.

The briefest possible What's What in present-day Psychology would be:

Old School—Introspective Psychology—reached its zenith under William James. Modern apostle—William MacDougall.

Psychoanalysis—founded by Freud, who is now being partially eclipsed by Jung (more mystic than Freud); Adler (less mystic—more credible to the layman); and in the United States, by Brill.

Behaviorism—headed by Watson, the most materialistic of them all. Demands proof and attacks your pet sentimentalities. But does not threaten you with complexes and sublimations—as the psychoanalysts do.

All three schools are more or less at war with one another.

For the advertising man who seeks a good deal of material in one or two volumes, I strongly recommend Dorsey's "Why We Behave Like Human Beings" and Poffenberger's "Psychology in Advertising." From the rate at which I read and absorb Psychology, I estimate that Dorsey was about 200 years old when he wrote his book. However, he is still alive and vigorous. Poffenberger is at Columbia, and the only man I know of who has been able to write a book of this character while still active in academic circles—a book which any sound business man can read, comprehend and immediately apply to his business.

It is from Poffenberger's book that I have lifted the following catalog of Human Desires:

- 1—Desire to drink
- 2—Desire to eat
- 3—Sex desires
  - (a) handsome garments
  - (b) jewelry
  - (c) books
  - (d) face powder
  - (e) automobiles
  - (f) furniture
  - (g) household decorations
- 4—Desire to please other people
- 5—Rest and comfort
- 6—Desire to escape from danger

- 7—Desires aroused as a result of interaction with other persons
  - (a) success
  - (b) independence
  - (c) desire for power
  - (d) desire to dominate over other persons
- 8—Desire to conform with what others are doing
  - (a) desire to differ
- 9—Parental desire
- 10—Desire to play
- 11—Desire to be with others
  - (a) desire to be alone
- 12—To explore what is new
  - (a) desire for familiar things
- 13—Desire to collect things
- 14—Desire for cleanliness
- 15—Desire for beauty
- 16—Desire for economy
- 17—Desire to be hospitable

Determining your copy appeal is a matter of linking your product or service to some desire your prospect already has. The above is an adequate list of the desires your prospect already has—quite complete enough for the purposes of advertising copy to be sent through the mails.

As a matter of both fact and terminology, please remember that these are Desires and not Instincts. The Basic Instincts are four in number: Hunger, Rage, Sex and Fear (self-preservation).

And again, don't confuse either Desires or Instincts with the five Senses: Sight, Touch, Smell, Hearing and Taste. (The sixth Sense is Common Sense and extremely rare. The Experienced Ad-Crafter has outgrown it entirely.)

Instincts, Senses and Desires are all at your command. Out of them you select the *pitch* and find the *keynote* for your copy policy. Pitch and keynote constitute the *dress* for your message. Don't confuse the frame with the picture!

\* \* \*

I assume that you are faced with the problem of writing a copy policy which will constitute the basis for a complete campaign. I assume that both statistical and research work has been completed and that you have the results before you and are thoroughly steeped in totals, subtotals and percentages. In other words, you have learned all there is to know about your product, its competition and the public's attitude (if any) toward such products. And I hope that you are admittedly a humble,

sincere student of Psychology.

Whereupon I will proceed to divulge the formula of the Night Letter Copy Policy.

On one side of your desk are you and your product and all you know about it. Across the desk your audience of prospects and all you have been able to learn about them—through market survey and Psychology. If you are an atheist, that is your complete setting. If not, pray!

Now ask yourself, "What message of fifty words or less regarding this product will induce the action I desire on the part of my audience—if implanted in their minds?"

You should answer your own question in writing—and in not more than fifty words. What you write will be (or should be) what they are going to *retain*—not what you're going to say in your copy.

This article you are at present reading contains about 2,000 words, which I have written. What you retain out of this article you will be able to express in less than 100 words—possibly in twenty-five.

*What your audience will retain* constitutes the kernel of your whole campaign and the nucleus for each advertisement in the campaign. And that's why you start at the end and work backward.

Always think in terms of the whole campaign—then build each advertisement so that it stands on its own feet. In other words, so that you are satisfied to have your product accepted or rejected by a prospect who sees only one advertisement.

\* \* \*

First, last and all the time, be sure that you do know what it is you are asking your audience to buy.

People don't buy automobiles. You sell a machine made of metal, wood and rubber, but that's not what they buy. They buy transportation, social prestige, the great outdoors, life, liberty and the pursuit of the opposite sex.

People don't buy houses—they buy homes. Some people do come near to buying pianos—people who don't play, but who think of a

# 99% Coverage in Ann Arbor

In  
Ann Arbor  
there are  
7,774 families and

The Ann Arbor -  
Daily News  
**NET PAID**  
City Circulation 7,689  
Total 10,875

Like all other Booth Newspapers the Ann Arbor Daily News has a reader interest and reader confidence that insures complete reading and results to their advertisers. It is as metropolitan in its makeup as any big city newspaper and carried over 6,800,000 lines of paid advertising last year.



These Booth Newspapers  
Offer 280,494 Paid Evening Circulation in Michigan

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

L. A. KLEIN, Eastern Representative  
30 East 42nd St., New York

J. E. LUTZ, Western Representative  
180 North Michigan Ave., Chicago

**BOOTH NEWSPAPERS, Inc.**

Central Office: 2100 Buhl Bldg., Detroit, or any newspaper listed.

piano as a piece of furniture or statuary. Most people, however, possess pianos in spite of their looks. Such people buy music and dancing for their homes.

Wherefore, at an early stage in the development of every new copy policy, be sure that you know whether you are selling an article in itself or something that the article does. Out of that decision you will know whether your copy is going to talk about:

- (a) the article as merchandise—an end in itself;
- (b) the results of lacking the article;
- (c) the results of possessing the article.

A diamond comes as near to being something in itself as any merchandise I can think of. Aside from its sentimental and social attributes, a diamond is bought entirely on weight and quality and has only a slight depreciation in case of a resale. The guarantee is the diamond's major copy.

A box of reducing bath salts—on the other hand—has no existence in the consumer's mind in terms of weight or color. The woman who seeks to reduce has to be told what quantity to buy and to use. She is after a result of using up the merchandise. Your copy talks about either what she now has, because she hasn't what you offer—or what she wouldn't have if she had what you offer.

A cake of soap is nothing in itself. But in terms of health, beauty and esthetics its value cannot be measured. In soap copy you can make a legitimate appeal to two instincts—Fear and Sex; and to four Senses—Sight, Touch, Smell and Taste.

I don't believe a clean person would sound differently.

### Carl Zeiss, Inc., Appoints J. M. Richmond

John M. Richmond, formerly assistant to the president of The Howell Organization, Inc., New York, advertising agency has been appointed advertising manager of Carl Zeiss, Inc., New York, optical goods.

### Alameda County, Calif., Plans Community Campaign

The Alameda County, Calif., Board of Supervisors has appointed James B. Houlihan, Inc., Oakland, Calif., advertising agency, to direct its 1929-30 community advertising campaign. Ninety thousand dollars has been appropriated, of which approximately \$54,000 will be used for newspaper and magazine advertising. L. F. Galbraith, sales manager of the Pacific Gas & Electric Company, is chairman of an advisory committee, selected by the Chamber of Commerce of the county, to co-operate with the agency.

### Appoints William J. Grover Agency

The Surface Combustion Company, Toledo, Ohio, has appointed The William J. Grover Company, Lima, Ohio, advertising agency, to direct its advertising account, effective January 1. This appointment will include the advertising of The Webster Engineering Company, Tulsa, Okla., and The Mantel Engineering Company, Pittsburgh, Pa., both of which are associated with the Surface company.

### Organizes The New York Class Group

The Hartford Publishing Corporation, New York, effective with the October issues of its monthly publications, *Westchester County Fair*, *Long Island Beau Monde* and *New Jersey High Tide*, will offer space in those publications as a single unit under the name of The New York Class Group.

### New Accounts for Brinckerhoff Agency

The Michigan Model Airplane Company and Stover's, Inc., maker of Stover's athletic rubbing oil, both of Detroit, have placed their advertising accounts with the Detroit office of Brinckerhoff, Inc., advertising agency. Magazines and newspapers will be used for both accounts.

### W. S. Patjens Returns to "The American Weekly"

W. Scott Patjens, who recently resigned as advertising director of the Mackinnon-Fly Publications, New York, has returned to *The American Weekly*, of that city, as a member of the sales staff. He was formerly associated with that publication.

### "Giftwares" to Change Name

Beginning with the November, 1929, issue, *Giftwares*, published at New York, will change its name to *Giftwares & Decorative Furnishings*. The magazine will broaden its scope, to include the home furnishings handled by gift retailers as well as the merchandise sold for actual gift purposes.

**"On Minding Your Own Business"**

"Prosperity does not depend on the price of stocks," says The Business Week in a vigorous editorial commenting on the crash in the stock market . . . "Speculation in securities has become a national obsession, but stock trading is a relatively small part of American economic activity . . . Mining the world's coal, making its iron and steel, manufacturing its clothing, raising its food, transporting and distributing the goods it needs—these are the basis of business. Without them, security prices are simply statistical sawdust. If business will mind its own business, the stock market will take care of itself."

# Never on the Business Fence

The Business Week has opinions, beliefs, and convictions. It knows its own mind and speaks it without editorial equivocation. You may not always agree with The Business Week but you will respect its viewpoint and find it interesting.

# THE BUSINESS WEEK

**ON THE NEWS STANDS NOW—15¢**

A MCGRAW-HILL PUBLICATION

View from the new Public Library, looking along the Parkway, toward the business district and the City Hall.



## IN PHILADELPHIA

**A** NEW spirit is abroad in Philadelphia. A spirit of progress—in manufacturing, trade and commerce, in education, arts and sciences—quickened by a people who are awake to today's need, and alert to tomorrow's trend.

Philadelphia is writing, today, her greatest chapter in history, with a construction program involving two hundred and

eighty millions of dollars: For better streets and faster subways; for new buildings and deeper channels; for new schools and larger hospitals, and individual homes for her people.

An era of activity which increases Philadelphia's importance as a sales-producing city. Philadelphia is the shopping place

**The Evening Bulletin**

City H  
PHILA





## PHILADELPHIA A NEW SPIRIT IS ABROAD

Philadelphia's great home center with retail sales amounting yearly to \$840,000,000. Its purchasing power which is almost reached by one newspaper.

The Evening Bulletin has kept pace with Philadelphia's growth for thirty-four years. Without the use of premium or advertising, The Bulletin, today, has a net

paid circulation of 548,573 copies daily . . . among 572,600 homes. A coverage that is unique in newspaper history.

Here is a market which merits the attention of every advertiser today; where sales costs are low; where the buying power of the home guarantees a sales volume; where The Evening Bulletin builds consumer demand at a low advertising cost.

City Hall Square

PHILADELPHIA

New York Office: 247 Park Ave.  
Chicago Office: 333 N. Michigan Ave.  
Detroit Office: 321 Lafayette Blvd.  
San Francisco Office: 681 Market St.

# In Cincinnati— the Times-Star alone produces Maximum Results\* !

\*The Times-Star is first in Cincinnati by any measure of comparison—local advertising—national advertising—total advertising—and home effective coverage. The Times-Star alone will give maximum results in Cincinnati.

Positive results—actual sales—in the long run is what every advertiser is seeking. On this basis as well as on any other basis of comparison, the Times-Star alone produces maximum results in the Cincinnati market.

Cincinnati is known for its stability of employment and income, for its even distribution of wealth and for its responsiveness. The Cincinnati Times-Star dominates a ready measured market of families who spend \$390,834,649 each year. It is the preferred medium of men, women and children and has for 21 years enjoyed a distinct leadership in this rich market of a million people.

## The Cincinnati Times-Star

Eastern Representative  
MARTIN L. MARSH  
24 West 40th St.  
New York City, N. Y.

Western Representative  
KELLOGG M. PATTERSON  
904 Union Trust Bldg.  
Chicago, Ill.

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# Business Press Holds Self-Analysis Meeting

Seeks Out Ways to Tie Itself Still More Securely into Nation's Industrial Fabric

LIKE the vast spread of industries it represents, the business press is today restless and dissatisfied. Strangely enough, it presents these symptoms in the face of the fact that never before has its position in American business been so secure; never have its opportunities been greater. Like that of the industries it represents, its nervousness is the manifestation of a desire to tie itself ever more vitally into the tempo and needs of today's commercial world.

Those who attended the annual fall meeting of the Associated Business Papers, Inc., and its affiliated group, the National Conference of Business Paper Editors, in Chicago last week will bear out this statement. For this semi-annual gathering of members of the nation's business press concerned itself not at all with achievements to date; rather, it was interested in a constructive break-down of the many publishing and editorial problems which arise daily as a result of the increasing speed of American business.

Describing the commercial picture which the business press must today reflect, Merritt Lum, assistant general manager of chain stores for Montgomery Ward & Co., and one of the early speakers on the convention program, said in part:

"In the time, let us say, that it took Eli Whitney to change his conception of the cotton gin into a really working machine, we shall in this generation pass probably from a nation on highway and rail to a nation on wings or perhaps rockets. Idea, model and commercial product press upon each other with rapid progress.

"Business is uncertain today. Business is worried. Business men have no secure tenure of their jobs. The reward in business is often to the shrewd guesser of the public whim. When to promote, when to

retrench has become about as much of a gamble as sizing up the stock market.

"More than ever, it seems to me, business needs the guidance of the business press. If business, your public, has a faster rate of speed, has a greater tendency to change and a more powerful momentum, and from that combination there results a greater uncertainty, what then is your responsibility? Surely that of recorder, prophet, leader and assurer: requirements that point to making no little plans."

And thus, thanks to Mr. Lum, this phrase, "make no little plans," became the echoing undertone of the convention.

## *The Whole Industry Must Co-operate*

Many of the present problems of the business press, Mr. Lum and other speakers pointed out, must be solved by co-operative effort on the part of the industry as a whole. New uses for business paper advertising must be developed; new methods of co-ordinating the news of all industries will perhaps be necessary.

Following up this need for co-operation was a talk by Alfred Reeves, general manager of the National Automobile Chamber of Commerce, who spoke for the trade association point of view.

"More than 1,500 business publications devoted to the advancement of commercial prosperity," Mr. Reeves said, "perform an essential function and their aid can be most valuable to those engaged in trade association work. It would be hard to enumerate all of the many ways in which the business papers and the trade associations could work out fundamental problems. Here, however, are a few: market extension, engineering and production problems, arbitration, credit and collection, Government relations, trade practices,

co-operative advertising, public relations, traffic problems and rates and patents and copyrights."

Mr. Reeves went on to state several reasons why he does not favor the idea of having one official organ to represent an entire industry.

"Such an organ," he noted, "obviously must be paid for. But all too often, even if it is a legitimate advertising medium, members consider their advertising payments in the nature of dues and contributions. An outside organization can sell a paper on its own merits. Also, the editorial sphere of such an official organ is bound to be limited inasmuch as it must be guided by the policies and views of the industry as a whole. It may have the merit of representing a united opinion, but it cannot fulfil the function of an independent journal which may propound a variety of new and possibly unpopular, though highly serviceable, ideas."

In closing Mr. Reeves listed eleven points which in his estimation, when taken together, represent an ideal which all business publications should attempt to approach. A business paper that is successfully serving its clientele should, he thinks:

1. Be delivered regularly.
2. Be capable of being easily removed from its wrapper.
3. Be a ready reference organ for its industry.
4. Contain plenty of personal items, as men are as interesting as merchandise.
5. Have a sufficient variety to interest all groups in the business.
6. Dare to make sound criticism and give constructive suggestions.
7. Contain reasonable prophecies of probable future business.
8. Encourage and open its columns to frank discussion of important topics.
9. Not fear to face the facts.
10. Be a crusader for the trade and a developer of new ideas, just as much as a recorder of facts.
11. In short, be so alive, so informed, so constructive and so essential that the subscriber will open it as eagerly as he does his morning newspaper.

As still a different type of user, Edward M. Skinner, vice-president and general manager of Wilson Brothers, Chicago, explained some

of the ways in which his firm employs business publications.

"Specifically," he said, "each business publication we receive is routed through a list of all men whom we feel should be reading it. Each of these individuals marks all articles or items which in his estimation are of special interest to our business. These are then clipped and filed in our library. In this way we have built up a great fund of merchandising information, available to both our own men and to our customers.

"That is the way we use business publications. Speaking more generally, however, we feel that business papers fit in closely to what is the greatest need in retailing today: a better understanding on the part of the independent merchant of efficient methods of store management. The average dealer in our line, we have learned, has a background which is limited all too exclusively to his merchandise. His lack of understanding of the essentials of store management is his weakness. And here of course is where the business journals can continue to perform an absolutely invaluable service, both to manufacturers and retailers."

The distinctly editorial phase of the convention, as brought out in the joint session of publishers and editors on Wednesday, resolved itself first into an interesting discussion of two subjects: news interpretation and the sensing of new trends in industry, both of which, it was generally agreed, are primary jobs of every worth-while business paper.

In the problem of sensing trends in industry, John M. Carmody, of *Factory & Industrial Management*, feels that editors are perhaps weak in contacting the original sources of such trends.

"Two primary forces influence all business," he noted: "scientific discoveries and a second, highly intangible style factor which takes the form of trends in public taste. With both of these factors business papers are prone to have what is at best a superficial contact. If we are to serve as advance guards of the important changes in our industry, we must keep closely in

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# Largest Weekly Rural Route Circulation

**T**HE Weekly Kansas City Star has the largest Rural Route circulation of all farm weeklies. Farmers prefer The Weekly Star because it combines promptness with accuracy.

It covers every phase of agricultural interest from farm relief legislation to methods of combating corn borers. Its contributors are outstanding authorities in their respective fields.

It gives farmers farm facts **FIRST**. An immense press equipment and Kansas City's exceptional rail and postal facilities enable The Weekly Star to deliver its product a week to three weeks ahead of other farm publications.

Without the lure of fountain pens, rose bushes and similar premiums, The Weekly Kansas City Star has attained a circulation of more than 470,000 paid-in-advance subscribers.

## The Weekly Kansas City Star.

*Largest Weekly Rural Route Circulation in America*

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touch with those who do most of the original thinking. News releases from the publicity offices of firms are almost always fairly meaningless and certainly insufficient."

Further discussion indicated that some members inclined toward the stand well expressed in the saying that "the man who is more blocks ahead of the parade is not necessarily the leader." In the problem of sensing new trends, emphasis, they felt, should rest on proper evaluation of these trends as soon as possible after their appearance.

Discussing specifically the problem of making business leaders conscious of editorial leadership, Samuel O. Dunn, editor of *Railway Age*, urged strongly that publishers give their editors an opportunity to participate in the actual business problems of their company.

James H. McGraw, chairman of the board of the McGraw-Hill Company, in summing up his impressions at the end of the sessions, reiterated the practicability of this policy of striking at "ticklish" problems a little at a time rather than avoiding them altogether. This convention, Mr. McGraw stated, encouraged him to believe that more opportunities, and a more vital need, exist for business publications today than ever before. It had further strengthened his belief, he said, that present-day editors must get away from policies which so often lead to a mere "dull tonnage of words"; must back their interpretations with accurate research and analysis; must staff their papers with individuals who have time to do thinking and planning.

On the business side of the convention, president C. A. Musselman explained in his opening talk that in the last year regional committees have been established in New York, Chicago, Cleveland and Canada in order to broaden the work of the association. William M. LeBrecht, chairman of the publicity committee, told of the present status of the A. B. P. advertising program.

At the annual meeting of the National Conference of Business Paper Editors, the vice-president

for the year just finished, G. D. Crain, Jr., of *Class & Industrial Marketing*, was elected president for the new term. Norman G. Shidle, of the Chilton Class Journal Company, becomes vice-president, with Earl L. Shaner, of *Iron Trade Review*, as treasurer. Thomas H. Ormsbee was re-elected secretary.

The new executive committee consists of Arthur Anderson, *Boot & Shoe Recorder*; John Carmody, *Factory & Industrial Management*; Sidney Kirkpatrick, *Chemical and Metallurgical Engineering*; Samuel O. Dunn, *Railway Age*; H. S. Southall, MacLean Publishing Company; Stanley A. Dennis, *Electrical Record*, and Douglas G. Woolf, of *Textile World*.

### Ellsworth Bryce Directing Lipton Tea Sales

Ellsworth Bryce, formerly sales promotion manager of the Royal Baking Powder Company, New York, and, previous to that, for five years general sales manager of the Sunland Sales Co-operative Association, Fresno, Calif., sales agents for the Sun-Maid Raisin Growers of California, is now general sales manager of Thomas J. Lipton, Inc., Hoboken, N. J.

### A. E. Gwynne Joins Kenyon and Eckhardt

A. Evan Gwynne, formerly an assistant account representative with the New York office of Batten, Barton, Durstine & Osborn, Inc., has joined the staff of Kenyon and Eckhardt, Inc., New York advertising agency. He was, at one time, copy chief and assistant advertising manager of the Chicago Pneumatic Tool Company, New York.

### Death of Carl E. Ackerman

Carl E. Ackerman, for years with Frank Seaman, Inc., now merged with Blackett-Sample-Hummert, Inc., advertising agency, died last week at Summit, N. J. He was forty-nine years old. Mr. Ackerman was a former editor of *Sweet Magazine*, *Musical Age* and *Photographic News*.

### Hair Curler Account to Gear, Marston & Pilling

The West Electric Hair Curler Corporation, Philadelphia, has appointed Gear, Marston & Pilling, Inc., Philadelphia and New York advertising agency, to direct its advertising account.

# MICHIGAN

**The world's greatest industrial district—centered in the midst of miles of productive farming land—an eager and prosperous buying power.**

**This service of the Packer organization and the superb locations offered by the Packer plant can assist you in convincingly reaching this important market with outdoor advertising. Packer outdoor plants operating in fifteen other states.**

# PACKER

**Executive Offices:      Operating Office for**  
**UNION TRUST BLDG.      M I C H I G A N**  
**CLEVELAND, OHIO      J A C K S O N**

# **RISING • ADVERTISING THE • NEW • WAGE**

**T**TRUE STORY advertising revenue for November 1929, is the largest in history. . . 24% greater than 1928. Among the advertisers in this record breaking issue are . . .

Coly, In  
Colgate  
Andrew  
Knox G  
The Bor  
Fleischm  
Pond's  
Oneida  
Hoosier  
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# NG TIDE • FLOWS • INTO GE EARNER • MARKET

Coty, Inc.

Colgate-Palmolive-Peet

Andrew Jergens Co.

Knox Gelatine Co.

The Borden Co.

Fleischmann Co.

Pond's Extract Co.

Oneida Community Ltd.

Hoosier Mfg. Co.

Moubigant

California Lima Beans

American Soap & Glycerine

Goodrich Rubber Co.

Fuller Brush Co.

Johnson & Johnson

Northam Warren

George W. Luft Co.

Forhan Co.

Wm. Rogers & Son

Kleenex Co.

Pepsodent

Princess Pat

Merrell-Soule Co.

Lambert Pharmacal Co.

Bayer Aspirin

Selby Shoe Co.

Gilmont Products Corp.

Miller Rubber Co.

E. R. Squibb & Sons

Lehn & Fink, Inc.

Cheramy, Inc.

The Wander Co.

Planters Nut & Chocolate Co.

Corn Products Refining Co.

Kolynos Co.

Frostilla Co.

Dr. Lyon's Tooth Powder

Art Metal Works, Inc.

Life Savers

Ferd. T. Hopkins & Son

65 new advertisers have placed contracts  
for 1930 totaling \$1,125,000.



## KEEPING THE COVERAGE COMPLETE!

September 30, 1929, marked the 19th consecutive circulation gain registered by these newspapers. During the past nine years, Louisville and the rich Louisville Market have made prodigious strides. The Courier-Journal and The Louisville Times are the **ONLY** newspapers that have kept pace. Today they carry your advertising message into more than 92 out of every 100 homes in greater Louisville. That's coverage! They do the job **COMPLETELY** and do it **ALONE!**

Members: 100,000 Group of American Cities — A. B. C.

### THE COURIER-JOURNAL

OVER 205,000 DAILY

OVER 162,000 SUNDAY

### THE LOUISVILLE TIMES

Represented Nationally by THE BECKWITH SPECIAL AGENCY

## Post Office Calls Conference on Postal Deficit

Large Users of Mails Are Invited to Washington to Help Formulate a Program Designed to Eliminate the Present Deficit of the Post Office Department

THE Post Office Department has issued a call for a conference to be held at Washington November 11, 12 and 13 at which the entire postal system, and more particularly, all postal rates, will be discussed. Large users of the mails are invited to attend and all who do will be given an opportunity to air their views on postal services and charges.

One of the important items that will come up for discussion is the C. O. D. reply card and envelope service. This service has proved a disappointment to the Post Office Department. For the fiscal year of 1929, less than one-tenth of the anticipated revenue was received from this service and it is known that certain high officials in the department favor its early discontinuance.

According to present plans, the conference is scheduled to last only three days. However, the department does not intend sticking to an absolutely rigid schedule and if it is found advisable the meeting may be lengthened to cover the entire week.

The meeting will be opened by the Postmaster General who will give a general outline of its purpose and objectives. It is then planned that the sessions will be presided over by the Third Assistant Postmaster General, Frederic A. Tilton. Mr. Tilton is the postal official who has supervised the development of a new accounting system for the postal service. This system is nearly completed and it will, of course, enter into the discussions at some point or other.

As the program is now made up, the conference will be conducted in conformance with the following schedule:

The first session of the conference, to be presided over by Frederic A. Tilton, Third Assistant Postmaster General, will begin at

10 o'clock on Monday, November 11. The Postmaster General will open the meeting with a few introductory remarks outlining the purpose of the gathering.

Then will follow discussions on first-class mail, especially in reference to business reply cards and envelopes and their expedition through the mails. At the afternoon session starting at 1:30 p. m. views will be given on the requirement that mailings of non-metered first-class matter shall be presented in a minimum quantity of not less than 300 identical pieces.

The morning session on Tuesday, November 12, will be devoted to a discussion and the expression of views on third-class mail. Among the topics to be brought up will be the requirement that third-class matter mailed in bulk under section 435½ of the Postal Laws and Regulations at pound rates or minimum rate of 1 cent apiece shall be separated by the mailer into direct packages for post offices and States when there are as many as fifteen pieces or packages for the same post office or State, respectively. There will also be a discussion on the subject of business reply cards and envelopes.

At the afternoon session of Tuesday fourth-class mail will come up for discussion. There will be the presentation of questions involving postal laws and regulations pertaining to permissible inclosures with merchandise, books, catalogs and other matter mailed at less than the first-class rate of postage.

On Wednesday, November 13, at the morning session second-class mail will be the subject of discussion. Suggestions by publishers and their representatives with reference to mailings of second-class matter will be received. At the afternoon session miscellaneous subjects will be given consideration.

# What the Packers Will Do If the Consent Decree Is Killed

One of the Packers Contemplates a Chain of 500 Stores

By G. A. Nichols

IF the Federal courts will release the packers from the so-called consent decree, which was entered on February 27, 1920, as the result of an agreement they made with the Department of Justice, they will immediately start chains of retail food stores whose main stock in trade will be meats. This, PRINTERS' INK learns from sources that for the present and for obvious reasons must remain anonymous, is the real object of the legal action started jointly by Swift & Company and Armour & Company to abrogate the decree, which comes up for hearing on November 6 before the Supreme Court of the District of Columbia.

The packers are making the move because of the competition of the existing grocery chains and because of the fact that, owing to merchandising developments of the last three years, their very size has proved to be a pronounced liability. In other words, despite their efficiency in production through which every particle of waste is supposed to be eliminated, the packing business has reached a state of centralized volume wherein distribution and selling costs have literally eaten up the savings effected through scientifically correct production. This is a phase of volume which is little understood, or, if recognized, is brushed aside as a potential dénouement that possibly, with good luck, may be escaped.

The packers, in common with other great businesses whose god

is volume and still more volume, have been dodging the wrath to come for several years. Now, at last, they are face to face with the unpleasant reality that their system, universally hailed as the paragon of all paragons in efficiency, is really one of the world's

outstanding examples of sheer waste. For five years or more, merchandisers and economists have been asking what was wrong with the packing business. In the foregoing is the correct answer.

Characteristically, the packers readily admit, in private at least, that they are in a hole. They guessed wrong when they entered into the consent decree; they misinterpreted marketing

trends. And now, with fine courage and admirable resourcefulness, they are setting out to rebuild their whole scheme of operation. Probably they will succeed; they deserve to.

The business world is going to learn some hugely important things from forthcoming developments in the packing industry—just as it learned, or thought it learned, from the recent spectacular move of Henry Ford in junking everything and starting all over again. The so-called "Ford plan" of volume production and distribution is looked upon as an inspiring model; the packers twenty years ago knew more about volume than Mr. Ford ever will know, but they put off the day of accounting. Developments came faster than they expected, and now they are going to have to move correspondingly

**TOLD** for the first time—*exactly what the packers contemplate doing if they win their appeal to have the famous "consent decree" set aside.*

*Their plans are tremendous in scope, involving a new method of freezing and packaging meat, a nationwide chain store system, and organizing retailers into voluntary chains. Manufacturers in the food field will find these plans of keen interest, since at one point or another they touch most of the factors in the food field.*

YOU  
CANNOT  
COVER  
CLEVELAND  
WITHOUT THE  
CLEVELAND  
NEWS

**440,000\***  
**earners —**  
**and spenders**  
**in Greater**  
**Cleveland —**  
**prove the**  
**inadequacy**  
**of a one-paper**  
**coverage**

\*Estimated by the U. S. Dept. of Commerce.

**THE CLEVELAND NEWS**

George A. McDevitt Co., National Representatives

faster in order that they may keep in step with today's scheme of things.

The consent decree, into which they so misguidedly entered as the outcome of agitation started by wholesale grocery interests, debars them (1) from owning and operating retail stores; (2) from selling, either at wholesale or retail, alleged unrelated food products along with their meats and allied items; (3) from owning and operating stockyards.

Sections 2 and 3 of the agreement do not bother them a great deal, although working an undoubted hardship. For example, they may hang meats to the roof of a refrigerator car but are not allowed to fill up the vacant floor space with cases of canned goods and other items—a serious waste which increases distribution costs.

But it is the provision against owning and operating retail stores that they are most interested in having rescinded. They want to operate chain stores so as to overcome unexpected competition which the grocery chains are able to exert because of the top-heavy packing house production volume. And here is the reason:

The packing house production and distribution machine, as exemplified by the operation of organizations such as Swift and Armour, has grown so big that it is unwieldy. And, in the light of certain changes which were not foreseen ten years ago, it is decidedly uneconomic. The packers themselves, in their brief submitted to the court, speak of "certain developments and revolutionary changes that have come about in economics, merchandising and the statute laws of the United States" since the entry of the consent decree. Under these conditions the packers' set-up, universally hailed as being as nearly perfect as can be expected of anything human, is cracking under the strain.

There is, in a word, too much centralization of operation which does not fit in at all with today's merchandising.

Meat animals, as we all know, are shipped to central markets, the largest of which are Chicago and

Kansas City, there acquired by the packers, slaughtered, converted into fresh meats and other food products and sent back through the country for sale. A great portion of the cattle, for example, originate in Texas and other portions of the Southwest, whence they are sent to corn producing States such as Iowa, Kansas and Illinois, there to be fattened and sent on to market. Naturally, the packers have smaller plants in various portions of the country where slaughtering is done, but the overwhelmingly larger part of their activity is confined to Chicago, with Kansas City a close second. It is easy to see the huge distribution burden that is forced upon the packers as this centralized volume grows to overwhelming proportions and the selling cost, conforming with the inexorable law of diminishing returns which comes into operation after production has reached a certain point, gets far beyond the limits of safety and profit.

#### *Chain Growth and Prices*

All this, despite its palpable economic inequalities, worked fairly well until the grocery chains became so powerful and started selling meats—something they had done only in negligible quantities up to five or six years ago. Chain growth, no matter what anybody may say to the contrary, is based fundamentally and primarily upon price. The chains found that, by buying their fresh meats from the packers—meats produced and distributed under the top-heavy plan just outlined—they could not give any price differential to their trade and therefore had no advantage over the independent dealer. Their ability to buy volume did not count; the packers' prices were shaved down to the smallest fraction of a cent anyway and everybody got the quantity price.

And here we come to the parting of the ways.

In this exigency, the large chains set out to produce their own meats; they acquired small local packing houses and established others. Thus they were able to sell fresh meats to their trade at just about the price they would have to pay Swift

**During the first  
six weeks of the  
Fall Shopping Season**

(September and first two weeks of October)

**the WISCONSIN NEWS  
GAINED**

**61,261 lines of**

**DEPARTMENT STORE  
ADVERTISING**

**An increase of 29%**

**The other Evening Newspaper  
gained 34,164 lines  
an increase of only 6%**

**The significance of  
this record lies not  
in the gain itself  
but in the very ap-  
parent trend toward  
the  
WISCONSIN NEWS**

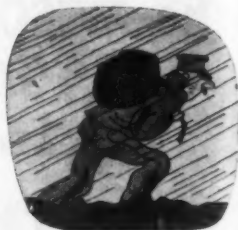
**ASK THE BOONE MAN WHY  
"YOU NEED THE NEWS"**

**One of the twenty-eight Hearst Newspapers read by more than  
twenty million people**



Almost every other newsstand

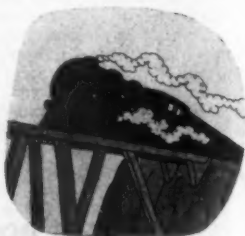
# By Ralph Barton



Neither snow nor rain nor heat



nor gloom of night stays



these couriers from



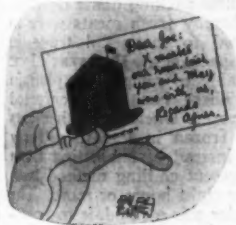
purchaser of a weekly buys Liberty



the swift



completion of



their appointed rounds.\*

Subscription on the New York Post Office

# LIBERTY

Weekly for Everybody

## News of the World

... Marks the spot in Liberty where the satirical pen of Ralph Barton pictures the world in its proper distortions.

Demon Rum, the Knights and Ladies of the Right, the Hollywood Wife-of-the-Month Club, the Who-Shall-Cast-the-First-Stone League . . . these bumps on the cosmic ball are lanced with a deft penpoint.

Ralph Barton brings his America into focus from an international perspective. He divides the seasons between Paris and New York, and divides his time cartooning, lampooning, illustrating, and occupying a dramatic critic's chair.

This Barton, "the cartoonist everybody knows," is a feature in Liberty every issue.

and Armour, undersell the local retailer and make a fair profit. If anybody wants to have an unanswerable argument as to the economic benefits of small decentralized production units over a few enormous centralized plants, here it is.

The astute chain store managers saw the advantage of this procedure to such an extent that now they are proceeding on a most ambitious plan to localize the killing and distribution of fresh meats. They have opened modest sized packing plants in numerous sections contiguous to the source of supply and are, at this writing, preparing to open many more. In a manner of speaking, the old time slaughter house which was forced out of business a generation ago by the large packing companies, is coming back.

The Great Atlantic & Pacific Tea Company now has about 3,000 meat departments and is carrying out a program of installing 5,000 more in its stores within the next three years. The Kroger Grocery & Baking Company sells meat in more than half of its 6,000 stores and the number is increasing weekly. Other smaller chains are entering the meat business in like proportion. Kroger owns and operates three large meat packing plants, the exclusive output of which it sells through its retail stores. The Safeway Stores, of California, have lately assumed packers' functions by buying their meat on the hoof and having it worked up by local slaughter houses. The A. & P. owns perhaps a dozen packing plants and has working arrangements with twice that number to take their entire output. This company, according to an unconfirmed report around the Chicago stockyards the week this article was written, has just purchased a large Buffalo packing plant, other units of which operate in Kansas City, Omaha and Wichita.

Yes, the grocery chains are most emphatically going into the packing business. And the large packers, seeing their very existence threatened (the chain stores, it

must be remembered, now do more than 35 per cent of the entire retail grocery business of the country), see no other alternative than that of going into the chain business themselves. Here we see another forceful example of the general trend toward manufacturers doing their own retailing, either through company-owned or voluntary chains, as was set forth by this writer in an article in the September 19 issue of *PRINTERS' INK*, entitled "Must the Manufacturer Now Do His Own Retailing?"

Anticipating, or at least hoping for, a favorable outcome of their effort to be released from the consent decree and thus be allowed to enter the retail business on an equal footing with the chains, at least two of the larger packers (it is not permissible to give the names just yet) have made most elaborate preparations so as to be ready to move quickly when and if the Federal Court strikes off their shackles.

### *A New Process*

For some time, newspapers and business papers have been telling about a new packing house development whereby fresh meats were to be offered to the retail trade in original packages. *PRINTERS' INK* is now able to reveal this plan in detail. There has been perfected a new process whereby fresh meats may be frozen in less than forty minutes instead of subjecting them to the present chilling method lasting forty-eight hours or more. The plan, under this method, is to transfer pork chops from the squealing stage into half-pound packages, properly refrigerated and packaged and have them on their way to the retail trade within a few hours after the hog has been chained by the front feet to the overhead carrier system which conveys him to his doom.

A similar plan will be applied to other portions of the hog, as well as to steaks, roasting beef, mutton and lamb. Some of the fresh meats thus handled will be frozen on the forty-minute pattern, and others, thanks to a recent discovery,

Joseph  
& North  
sales sta  
Cleveland

will be safeguarded by being given a thin coating of ice and not frozen. The meats, thus prepared and properly packaged, will be shipped to the stores in specially refrigerated containers, and then shown in display cases mechanically cooled.

These meats in original packages will be the central feature of the new packing house chain stores. They will represent the very ultimate in the way of sanitation, freezing and icing processes—being described as retaining all the essential juices of the meats, and the covering thoroughly protecting them. The packers will have somewhat of an educational advertising problem here which they think will present no difficulties. They will have to impress women with the necessity of par-boiling the frozen or iced meats before frying, broiling or roasting them.

With the packaged meats as a basis, the packers' chain stores naturally will have general food products; but they will be essentially meat markets with grocery departments, rather than grocery stores with meat departments as is the case now with most of the chains.

One organization has all preparations made to open 500 stores, the plan depending on the outcome of the present court proceeding. The new kind of meat departments, under the new deal, will be available to independent retailers also.

It is declared that the package plan will be so much more economical than the present method of shipping meats (a considerable part of a carcass is wasted through inept cutting) that many or most of the disadvantages now contended with will be eliminated. Anyway, the packers will be selling the meats direct to the consumer, either through their own chain stores or the voluntary chains of their retail customers. The development, if it is permitted to go through, will, of course, revolutionize the entire packing industry.

Joseph R. Cook, formerly with Horn & Norris, Cleveland, has joined the sales staff of the Hauser-King Company, Cleveland.

## Congress Cigar Report Shows Gain

The net income of the Congress Cigar Company, Inc., Philadelphia, for the three months ended September 30, amounted to \$804,620, after all charges including Federal taxes. The earnings for the corresponding quarter of 1928 were \$785,636.

The combined earnings of the Congress company for the first nine months of this year were \$2,079,327, as against \$1,957,727, for the first nine months of last year.

## Los Angeles Agency Adds to Staff

Leonard A. Wheeler, formerly typographical director of Young, McCallister and Heintz, Los Angeles, has joined the staff of The Mayers Company, Inc., advertising agency, also of that city. He will handle general layout and typographical work. Another addition to the staff of the Mayers agency is Gardner W. Gregg.

## Chain Stores Appoint Whipple & Black

The Volunteer Stores, Chattanooga, Tenn., the Home Service Stores, Tiffin, Ohio, and the National Groceries, Detroit, have appointed Whipple & Black, Inc., Detroit advertising agency, to direct their advertising accounts. Newspapers will be used.

## H. C. Klein Joins Touzalin Agency

Henry C. Klein, formerly with the United Reproducers Corporation, Rochester, N. Y., Peerless radio receivers, has joined the staff of the Charles H. Touzalin Agency, Inc., Chicago advertising agency.

## L. M. Wood with St. Louis "Globe-Democrat"

L. M. Wood, formerly with the San Francisco Examiner and, prior to that, with the advertising department of the San Francisco News, has joined the local advertising staff of the St. Louis Globe-Democrat.

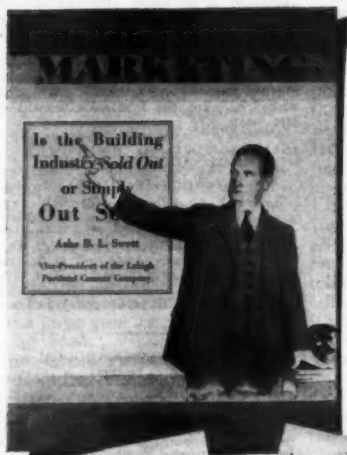
## Ronalds Agency Opens Toronto Office

The Ronalds Advertising Agency, Montreal, has opened a branch office at Toronto. G. Walter Brown, who has been with the Ronalds agency for many years, will be placed in charge of the new office.

## Appoints Jerome B. Gray

The advertising account of the Engineers Publishing Company, Philadelphia, maker of the E-P Loose Leaf Note Book for school and college course notes, has been placed with Jerome B. Gray, advertising agency, of that city.

# A New Salesman



## Building Material

*Affiliated with* THE ARCHITECTURAL FORUM  
NATIONAL BUILDERS CATALOG

IT  
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mater

Buildi  
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# maoins the Staff



**I**T has become widely recognized that the building industry needs better selling to hold its own against the competition of other industries.

The problem is national in scope. But every national problem is simply a multiplication of many local ones. In other words, any plan to meet the situation must take the local community as its base, and must take the key building material dealers as the hub of each local situation.

Building Material Marketing appears as a service to the entire building industry. It purposes to make better merchants of the dealer in all types of building products, putting almost all of its editorial emphasis on selling, advertising and service.

Published in affiliation with Building Age, The Architectural Forum, National Builders Catalog, Heating & Ventilating, and Good Furniture and Decoration, Building Material Marketing is in a position to view the building industry in its entirety and to guide its course accordingly.

## ria MARKETING

FOR BUILDING AGE: HEATING AND VENTILATING:  
TAL GOOD FURNITURE AND DECORATION

# Newspaper Executives Talk Shop— Have It Talked to Them

"How Shall We Make Newspaper Advertising Better?" Is Theme of Chicago Meeting

THE Newspaper Advertising Executives Association, in planning for its convention held in Chicago last week, apparently set out with the deliberate intention of finding out what, if anything, was wrong with newspaper advertising. "This," Irving Buntman, advertising manager of the Milwaukee *Herald* and secretary of the association, told PRINTERS' INK, "seemed to us to be a much more constructive procedure than sitting around listening to self-laudatory speeches and a lot of congratulatory comment on the recognized greatness and goodness of the newspaper as an advertising medium."

Anyway, the executives laid their problems on the table and, figuratively speaking, ripped them to pieces to see if all the vital parts were in working order and if they could be improved. Not satisfied with this, they brought in a couple of advertising agents—Guy C. Brown, vice-president and secretary of the Campbell-Ewald Company, Detroit, and Charles C. Younggreen, president of the Advertising Federation of America and vice-president of the Klau-Van Pietersom-Dunlop-Younggreen agency, Milwaukee, to tell them more about themselves; and they heard aplenty, with much good assumed as a matter of course but with certain alleged faults plainly pointed out.

A portion of Mr. Brown's address appears elsewhere in this issue of PRINTERS' INK. Despite its plain speaking it was received by the executives with no little acclaim and interest; perhaps its sheer frankness was one of the things that made them like it. The same can be said of Mr. Younggreen's presentation.

"An advertiser who cannot use two, three or four newspapers in a town selects one," Mr. Younggreen said, "and when he has done this

he should be left alone and given an opportunity to do a job in the selection he has made. He has chosen his medium after hearing the story of the various competing newspapers. It seems to me that newspaper advertising executives should do everything they can to make his account a success. If he fails, then some of you may have an argument that he did not use the right paper; but if he quits because of the bitter fight he is likely to go sour on advertising in general.

"Sometimes an advertiser may quit because he fears he will get in bad with a competing newspaper. If he feels he can select only one newspaper, he often is then afraid that the rest of them are going to be antagonistic to his business.

"You may say this is idle talk, but I actually know of cases in proof. Of course, in substantially all cases, this sort of attitude is entirely wrong and groundless. But the newspapers are so strongly competitive that they do not take sufficiently concerted action to dispel the feeling—the old idea that newspapers, through their news pages, may do a business man damage if he does not go along with it.

"And then I do not believe that the average newspaper is developing the power of its sales staff as it should. There is too much spot work. What are you doing to improve your salesmen? Have you a sales school? Are you really thinking through accounts?"

As a few instances of what he conceived to be erroneous newspaper solicitation methods, Mr. Younggreen suggested these:

Flat statements of circulation. Stories of what you have done for yourselves—of your progress. Interesting, but we want to know more definitely just how that condition can be used by us for our clients.

Local market analysis. Of the utmost value in theory; of little use



## PER CAPITA WEALTH HIGH

...but that's only half the story!

NOT only is the average buying power of Southern California families high, but a big majority of them enjoy incomes close to the average figure. The percentage of extremely low or extremely high incomes is relatively small.

And what a difference the more uniform distribution of buying power makes to the majority of marketers. It means a much larger percentage of prospects for a good radio, a good car or an ocean voyage.

This is particularly true in the independent markets outside of Los Angeles. The evidence is varied and conclusive. For instance you find no tenements—few renters of any type. Seven out of ten families own their own homes, and an even higher percentage have one or more cars.

You can imagine the type of community life which such a class maintains—wholesome, progressive and intensely loyal. Moreover, property interest tends to center their closest attention upon their local civic affairs. Born of these circumstances is their dominant reading habit—front-to-back-page perusal every day of their local newspaper. No metropolitan daily can hope to approach it as an advertising medium for these outside independent markets.

*You cannot cover Southern California markets without using the LOCAL NEWSPAPER.*

## SOUTHERN CALIFORNIA NEWSPAPERS

ASSOCIATED

Detroit  
Chicago  
Los Angeles



New York  
Portland  
Seattle

564 Market St., SAN FRANCISCO · Kearney 3834

Alhambra  
Post-Advocate  
Culver City  
Star-News  
Glendale News-Press  
Hollywood News  
Long Beach Sun  
Monrovia News-Post  
Pasadena Post  
Redondo Breeze  
San Pedro News-Pilot  
Santa Monica  
Outlook

and the San Diego  
Union-Tribune  
covering a  
metropolitan market  
of its own.

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## MORE IS DEMANDED... MORE IS RECEIVED

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ADVERTISERS expect more of their agencies than they did ten years ago—and the agencies have more to give.

But the services expected—and given—are still the product of observing eyes and thinking minds.

Our equipment consists of modern types of things and people known and used ten years ago—including modern types of writers, artists, planners, researchers, marketers, space buyers, clerical help and executives.

Only radio receiving sets for program-checking were unknown ten years ago. The rest is simply brought up to 1930 standards.



**DOUGLAS P. KINGSTON**  
Account Representative  
New York



**WILLIAM T. WATERS**  
Assistant Account Representative  
New York





**HOMER FICKETT**  
Publicity Department  
*New York*



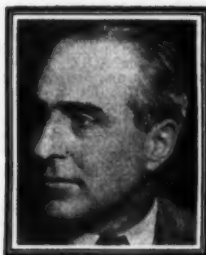
**EMILIE L. HALEY**  
Radio Department  
*New York*



**GEORGE E. BLISS**  
Writer  
*New York*



**DALE G. CASTO**  
Assistant Account Representative  
*Buffalo*



**C. G. FLORY**  
Manager,  
Outdoor Advertising Department  
*New York*

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**  
**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building

as too often prepared and submitted. It would be a great stride forward if your association should formulate a standard form for this work. List and chart the basic information required; then develop details as required in each specific case.

Co-operation in time saving. Your time is just as valuable as ours. A little time spent in planning an interview would work out to our mutual advantage—and a better feeling all around. The man after you does not like to be held up; nor do you give cheers when you see that the man ahead of you is a well-known "conference sitter."

Getting in the wrong church. All advertising is not necessarily newspaper advertising. An account is either definitely and logically a newspaper account or it is not. If it is, then it should be sold, serviced and handled for permanency. If it is not—then keep away from it.

Basing a contract on special privileges. What you have to sell is worth the price you ask—or it is not. When special privileges are granted to get an account, either your card rate is too high, or you have not sold the real merits of your publication.

Entering a ringer in the race. Client gets letters from his distributors boosting a certain paper; inspiration came from space seller who was afraid he couldn't make the grade in a straightforward presentation.

Telling it by statistics. Approximately 50 per cent of all newspaper space salesmen do little more than rehash—and in much less classical language—the figures already in our files in the A.B.C. statements, and sometimes our figures are the latest.

How little for how much? One time in fifty comes a voluntary statement of what the newspaper can do for the particular client or why he could use it profitably. The other forty-nine times it must be suspected or hoped for by the agency space buyer.

The second lieutenant comes around. Seller lacks authority. Cannot state definitely attitude of newspaper. Has to get advice from headquarters—lost time, lost enthusiasm, lost account, lost profits.

The speeches by outsiders were given during the luncheon and dinner hours (another idea for convention program makers, by the way) and the regular sessions were given over to clinical discussions presided over by Leslie M. Barton, advertising manager of the *Chicago Daily News* and president of the association, and by A. L. Shuman, of the *Forth Worth Star-Telegram*. Here twenty-six important questions and topics submitted by the members were discussed in the most thorough way. Much of

the discussion was of so intimate a nature that it cannot be outlined here; the advertising managers were talking as in the family, knowing that what they said would not be broadcast.

But there were topics of general interest as well. For instance, Mr. Shuman, answering a question as to the best methods of compensating space salesmen, related how his newspaper sets aside each year a sum representing 5 per cent of all the gross increase in business it gets over the previous year. This money is divided equally among the sales staff.

"As a result," Mr. Shuman said, "we get perfect teamwork and the most helpful co-operation from our men; there is no jealousy caused when a man is asked to turn over an account to another who perhaps can do a better job with it; many times this is done voluntarily. This is the finest plan I ever saw for reducing turnover in the staff; we have had only one change in five years, and I challenge any of you gentlemen to try to take one of my men away from me."

And then came a lengthy discussion about the best methods of developing and training salesmen, so they would not make the errors spoken of by Mr. Brown and Mr. Younggreen; so their solicitations might be of a nature helpful to the prospect. William E. Donahue, advertising manager of the *Chicago Tribune*, described the famous *Tribune* plan of getting and teaching men—how they are started in the Want Ad section and then, as they show ability, are advanced by successive gradations into the display advertising end, either local or general.

"We never have any trouble in getting thoroughly trained, fully capable executives in our advertising department," Mr. Donahue said, "because we build them up in our own organization. There is always a man coming along for the job above him. We follow the general policy of teaching them from within and letting them learn from without. When a man is given a place in the *Tribune* advertising department he is actually

going to school; if he is willing to learn and grow (and can) there is no limit to the advancement he can make."

How is a newspaper advertising salesman going to learn basic things about the retail business—things he absolutely must know if he is going to be a complete success? Among other suggestions in answer to this question it was brought out that a very resultful method is to hold weekly dinner meetings of the sales staff and have them addressed by retailers in the town.

Mrs. Ruth Hanna McCormick, publisher of the Rockford (Ill.) *Republic* and Congresswoman-at-Large for Illinois, discussed "What a publisher is thinking about his advertising department." One of Mrs. McCormick's thoughts was that the news and editorial departments should study the advertising sections as a means of learning some of the fine points in writing. Charles W. Mears, of Cleveland, described a retail advertising institute recently held by the Pittsburgh *Press*. It lasted a week, the sessions always being held in the evening. Advertisers and prospects were invited in to listen to outside speakers who discussed all phases of advertising. The outcome was that the retailers of Pittsburgh became more advertisingly-minded—a condition that every newspaper naturally wants to promote.

### Changes on Los Angeles "Examiner"

B. H. Heflin, formerly assistant manager of the rental department in the classified advertising department of the Los Angeles *Examiner*, is now with the display advertising staff of that newspaper. Art J. Kemp, formerly with the Los Angeles office of Mac Manus, Inc., advertising agency, has also joined the local display advertising department of the *Examiner*.

George L. Engstrom, for six years automobile editor of the Hollywood, Calif., *Citizen*, has joined the new business division of the *Examiner's* display advertising staff.

### Plumbing Account to Parker Agency

The Philip Haas Company, Inc., Dayton, Ohio, manufacturer of plumbing fixtures, has appointed The Parker Advertising Company, of that city, to direct its advertising account.

### New Accounts to Campbell, Lowitz and Whiteley

The Filtrine Manufacturing Company, Brooklyn, N. Y., K-System filters and coolers and Filtrine coolers for electric refrigeration, and Charles Woolsey Lyon, Inc., New York, American antiques, have appointed Campbell, Lowitz and Whiteley, Inc., New York advertising agency, to direct their advertising accounts.

I. Freeman & Son, Inc., New York and London, has also appointed the Campbell, Lowitz and Whiteley agency to direct the advertising of its antique jewelry and silverware.

### Death of H. H. Brooks

Howell H. Brooks, formerly general sales manager of the Marmon Motor Car Company, Indianapolis, died at that city recently. Mr. Brooks resigned from the Marmon organization, with which he had been connected for many years, during the latter part of 1928 when he headed a new company to develop and manufacture commercial airplane engines and to produce and distribute airplanes. He was fifty-four years old.

### L. C. Park with Bishop-Cope Company

Louis C. Park has joined the sales staff of the Bishop-Cope Company, Cleveland, direct-mail advertising. He formerly was with the display advertising department of the Cleveland *Press* and, more recently, has been with the Advertising & Addressing Company, of that city.

### Scott Paper Company Shows Gain

The net profit of the Scott Paper Company, Chester, Pa., for the first nine months of this year amounted to \$692,215, after charges and Federal taxes. This compares with \$561,743 for the corresponding period of 1928.

### Rochester Printing Plants Merge

The Genesee Press, Rochester, N. Y., has been acquired by The Case-Hoyt Corporation, printing plant of that city. Both companies will continue to be operated independently.

### Latrobe, Pa., "Bulletin" Ap- points Fred Kimball, Inc.

The Latrobe, Pa., *Bulletin* has appointed Fred Kimball, Inc., publishers' representative, as its national advertising representative, effective November 1.

### Appoints Nuttall Associates

The Auto Truck Food Distributor, Chicago, has appointed C. J. Nuttall Associates, publishers' representatives, New York, as its Eastern representatives.

# FASHION'S

## *quarter-billion-dollar role in the marketing of . . .*

# STYLE COTTONS

OF the country's total annual production of cotton goods no less than a quarter billion dollars' worth is directly subject to styling to meet feminine demand, for these are the fabrics, classifiable in general as Style Cottons (cotton dress goods), which find their ultimate use in women's and children's apparel.

For the manufacturer of such textiles there are three market factors of primary importance:

The first is the cutting-up trade—the dress industry which converts style fabrics into ready-to-wear. It is a business in which every unit stakes not only its prosperity but its very existence upon the correctness of its judgment of next season's demand.

The second is the wholesale distributing division which supplies both the cutter-up and the retailer with yard goods. In no less degree than the cutter-up, the wholesaler of such items must be keenly responsive to the element of style in public demand.

The third factor is the retailer, the eventual distributor both of ready-to-wear and of piece goods. To the retail merchant fashion is of the most vital importance, for his prosperity depends today more than ever before upon his ability to gauge correctly the direction and the extent of tomorrow's buying habits.

Precisely because of the overwhelming importance of fashion

## THE FAIRCHILD PUBLISHING CO.

8 EAST 13th STREET

DAILY NEWS RECORD MEN'S WEAR  
FAIRCHILD'S INTERNATIONAL (PARIS)

FAIRCHILD TEXTILE APPAREL ANALYSIS  
RETAILING STYLE SOURCE

NEW YORK  
WOMEN'S  
FAIRCHILD

to these three factors in the market for Style Cottons, the most direct way to reach them with advertising, lies through a coordinated use of the four publications which have long been the principal reliance of the textile-apparel industry in the correct anticipation of style, and in market and merchandising information.

1. **Daily News Record**, the most powerful paper today in the dry goods industry, presents a thorough, vertical circulation which reaches every important factor in the industry, and thus is a comprehensive medium that should serve as the foundation of any important advertising campaign designed to reach any division of the dry goods industry.

2. **Women's Wear Daily**, the great Fairchild newspaper of the textile-apparel trade, covers every important unit of the cutting-up industry in women's apparel with some 9,350 of its circulation; it reaches the cream of the retail trade with 14,250 copies; and its 2,825 wholesale distribution covers the main jobbing outlets concerned with ready-to-wear and other style merchandise.

3. **Style Sources**, the Fairchild semi-monthly magazine of fashions and merchandising in everything women wear, presents a selected, graphic analysis of style which holds the largest circulation among retail merchants and their staffs of any magazine in its field.

4. **Retailing**, the Fairchild weekly newspaper of modern distribution methods, reaches the most important department stores and specialty shops by virtue of its being the outstanding professional paper in its field. Its weekly statistical summaries of style trends are the chief reliance of many great stores in the actual selection of merchandise. Retailing is indispensable in any campaign aimed at the dry goods retailers of the country.

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**STYLE COTTONS (Cotton Dress Goods)**  
MANUFACTURER'S VALUE

<i>Twills and Sateens</i>	\$50,336,045
<i>Ginghams</i>	37,128,856
<i>Lawns and similar muslins</i>	32,200,888
<i>Reps, poplins and broadcloths</i>	16,845,722
<i>Voiles</i>	15,012,868
<i>Crepes</i>	1,303,030
<i>Rayon-cotton mixtures</i>	77,944,972
<i>Silk-cotton mixtures</i>	8,124,348
	<hr/> \$238,795,729 <hr/>

# LD PUBLICATIONS

STREET  
NEW YORK, N. Y.

ANALYSIS  
SOURCE

WOMEN'S WEAR DAILY      FAIRCHILD BULLETINS (LONDON-PARIS)  
FAIRCHILD TRADE DIRECTORIES      MAN and his clothes (LONDON)

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## Thirty Million Acres

Upwards of thirty million acres are plowed in a single year in Argentina; yet, less than one-quarter of the arable land there is as yet under cultivation.

That means an ever-growing need for agricultural machinery of all kinds in a country that must look abroad for its equipment. In 1926 the world's exports in this one division to Argentina totaled over twenty-four million dollars, of which U. S. concerns furnished over fifty-eight per cent.

Advertising helped. Naturally, progressive American manufacturers seeking this great market use Argentina's premier newspaper, *La Prensa*, which is read by more people and carries more advertising, including classified, than any other paper there. *La Prensa* has every feature of other great metropolitan papers, and many that are exclusively its own. It is a very part of the national life of this prosperous country. May we prepare, without cost or obligation, a marketing report on your product?

## LA PRENSA

*of Buenos Aires*

"South America's Greatest Newspaper"

**JOSHUA B. POWERS, INC.**

*Exclusive Advertising Representative*

**250 Park Avenue, New York**

LONDON

PARIS

BERLIN

BUENOS AIRES

# Do We Unconsciously Encourage "Invisible" Competition?

By Blindly Following European Style Leadership Some Industries  
Are Helping Their Importer Competitors

As Told to C. B. Larrabee

By A. W. Tripp

Vice-President and Treasurer, Joseph H. Meyer Bros. (Richelieu Pearls)

**A**MERICAN business today is facing a new type of competition, which, because it is invisible and intangible, is all the more difficult to combat.

It is even difficult to describe in a few words. Basically it is wrapped up in the American's

ever-present desire for something which does not exist. This non-existent something can best be described as the "ultimate," that exclusive something which is entirely different from anything owned by anybody else. Peculiarly enough, this desire for exclusiveness is the basis of style and style brings about a direct contradiction of the very thing that it is aimed to achieve. In other

words, style seeks for something new and then makes it a pattern which everybody can follow. Once everybody has followed this pattern it loses its exclusiveness.

This may sound like a very theoretical and quite elementary description of something that we have known about for a long time. Yet it is my belief that never before has the situation brought about by the desire for the ultimate been quite so serious for American business.

To understand fully what is happening we must go back a few years in business history. At the end of the war American business was literally sitting on top of the world. Europe, exhausted by four

years of war, found itself faced with the problem of rebuilding disused factories and re-adapting factories to their old needs and at the same time turning a vast military population back into a civilian working population. That this is not easy to achieve is shown by the

experience of Great Britain which, at the present time, has not been able to achieve the proper readjustment.

The United States, on the other hand, had come into its first really important contact with Europe and we had thousands of men coming back to our shores with a new vision of what might be accomplished on the other side of the Atlantic. Our problem of readjust-

ing our population and our industrial means was not so great as that of Europe with the result that within a comparatively short time we were in a position to become an export nation. For several years the general trend of our business thoughts was toward a consideration of export matters. Within a few years we had won an ascendancy in South American markets which had never been possible previously and found ourselves selling in large volume to the European countries which were not yet in a position to produce sufficiently for their own people. We had taken the automobile leadership away from France and in many other industries we were able to

**A**RE American manufacturers playing directly into the hands of foreign competition by featuring European styles and testimonials from European authorities? Are they teaching consumers to value a "Made in France" label more than an American trade-mark?

*These are questions which Mr. Tripp raises and answers. He believes that many industries are fostering a dangerous condition. It is time, he says, that manufacturers considered joining hands in a fight against this "invisible" competition.*



compete on equal or better terms with our foreign competitors, even in their own countries.

We were proud of our position as an export nation and fixed our gaze so strongly on this phase of our activity that we neglected to observe a growing danger, the danger of the importer. The result has been that almost without realizing it we played directly into the hands of the recovering industries of Europe. We turned more and more to the European nations to set not only our style trends but also our prices and the quality of merchandise which we consume.

Paris has always meant the ultimate in women's fashions as England has meant the same to men's fashions. Germany for years was known as the great toy center and other European countries have had their particular pre-eminence in American eyes. There has always been willingness to depend upon Europe for style, a willingness based upon an old inferiority complex which is quite natural in a young nation.

Coincident with the general shifting of national psychology which resulted from the quick shift in values due to war-time unsettling came an entirely natural emphasis on style changes. Style entered many fields where it had formerly been either a non-existent or quite negligible factor. It has become quite the fashion to endeavor to predict style trends and it is significant that almost every system of style prediction is based on a study of what is going on in Europe.

Another factor in our turn toward European standards has been the cheapness with which the American retailer can buy certain European products. Of course, this does not apply to the highest class French gowns, but it does apply with peculiar force to a great number of luxury products which are sold in the United States for very high prices and yet which can be laid down in this country quite cheaply.

But, although we can buy foreign products quite cheap, owing to the glamor which clings to some-

thing made abroad, the average American retailer is able to get quite high prices for his importations. To reduce the thing to a quite imaginary and yet more or less concrete incident we shall say that an importer can bring in a bottle of perfume for \$1 and sell it for \$5, whereas the American perfumer has to pay \$1.50 to manufacture a similar perfume and yet, faced with the prestige of the French product, cannot sell his product for more than a 50-cent or \$1 mark-up.

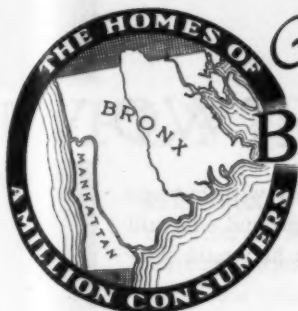
One factor in this European leadership trend that is of great importance to every business man who is interested in national advertising is bound up in the antagonism of certain well-known buying organizations toward national advertising. These organizations have openly fought national advertising because they have been primarily interested in fostering their own names. They have carried nationally advertised products because they have been forced to carry them owing to the vast amount of good-will that advertising has built. In almost every instance, however, they have set up within their own stores competing brands which they have sold at lower prices.

#### *Value of "Made in France"*

The battle that these organizations have waged against the nationally advertised brands would have been much more difficult had it not been for the growth among Americans of the willingness and even desire to buy European products. These organizations have found that "Made in France" on a non-advertised product has much of the value of a nationally advertised brand name. The woman who is a careful buyer of products made in the United States frequently loses her judgment when she is faced by a foreign label.

I think it is quite safe to say that the average importer is a notoriously poor advertiser. Of course, there are glaring exceptions to this statement, one of them to be found in the perfume field. It is interesting to note, however,





# The BRONX

*New York City's  
Fastest Growing  
Borough*

Its population exceeds 1,000,000, equaling that of the "Sixth City" in the United States.

## THE HOME NEWS

BRONX AND MANHATTAN

*The Greatest "Locality Newspaper"  
in the World*

Ninety-five per cent (95%) of the daily and Sunday HOME NEWS circulation, of more than 150,000 copies, is delivered directly into homes by a force of 753 carriers.

## MARKET SURVEY



A Market Survey, in size and form recommended by the A. N. P. A., of the Bronx has been prepared. On request it will be sent to agency executives and manufacturers.

THE HOME NEWS

373 East 148th Street

New York City

SEND BRONX

MARKET SURVEY

Name .....

Firm .....

Address .....

# IT TAKES TWO WING T

A birdman who attempted to fly with but one wing would never leave the ground. Should he lose a wing while in the air he would side-slip or spiral to a fatal crash.

Advertisers who have tried to win the Boston market with but one wing to their advertising craft have never made a start, while others who discarded one pinion while in full flight have cracked up.

For Boston is unique among great American markets. Fourth in size, with a population more densely concentrated per square mile than any other city except New York, Boston offers a market worthy of the mettle of any advertising pilot. As a market Boston is different, not difficult. Through Boston runs a line that cleaves the population into two distinct groups. This line has been drawn by heredity, tradition, environment and personal preference.

Boston's newspapers represent the viewpoints of one or the other of these two groups. No newspaper serves both. A comparison of the newspapers themselves will disclose to

# BOSTON HERALD



# WIN TO FLY IN BOSTON!

which group each paper makes its appeal. The Herald-Traveler differs from its three contemporaries in almost every respect. It serves the group that advertisers have found to be the backbone of Boston's buying capacity. The other group is reached by the other three papers.

The Herald-Traveler leads all Boston newspapers in total advertising lineage. This is evidence that Herald-Traveler advertising pays dividends proportionately larger in sales than other newspapers, and therefore its unit of circulation is more valuable to advertisers than the unit of circulation of any other Boston daily paper.

There can be but one conclusion—the most responsive and most profitable of Boston's two markets is the one served by the Herald-Traveler. The balance of the market can be reached for the most part by any one of the other newspapers.

Advertising Representative  
GEORGE A. McDEVITT CO.  
250 Park Avenue  
New York, N. Y.  
914 Peoples Gas Building  
Chicago, Ill.

For seven years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily newspapers.

# RD - TRAVELER





**“I don't know  
another paper in America  
that has maintained its  
leadership for 79 years”**

The prominent eastern advertising man who said this to us recently had just learned that since 1850—nine years before Oregon was admitted to the Union—The Oregonian has been the dominant newspaper in Oregon and Southern Washington.

. . . The Oregonian *always* carries more advertising than any other Portland newspaper. Oregonian reader confidence is as firm and unswerving in 1929 as it was in the days before the Civil War.

Our eastern friend checked and OK'd what most advertisers already know: (1) Business is good in Oregon. (2) The Oregonian has the largest circulation and lowest milline rate in the Pacific Northwest. (3) The Oregonian is the *first* and *best* advertising buy in the entire Oregonian Market of Oregon and Southern Washington.

## The Oregonian

PORTLAND, OREGON

*The Preferred Newspaper of the Pacific Northwest*

Circulation: Over 108,000 daily; over 171,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

New York Chicago DETROIT San Francisco  
285 Madison Ave. 333 N. Michigan Av. 321 Lafayette Blvd. Monadnock Building

that in this field where the "Made in France" label has been supplemented by national advertising the American perfumer has either been forced to go out of business or else to content himself with selling the mass market. To what absurd length the import idea is carried is shown by the fact that some very well-known so-called French perfumes are actually made in this country and packed here in Frenchy packages and sold under French names.

It is quite obvious that if the present situation is allowed to continue American business men will be faced with an even more serious problem than faces them today. A few years ago the average American did not need to worry much about this foreign competition unless he was in a strictly style industry. With the extension of style into many industries foreign competition has broadened in its scope. Therefore, the man who was quite secure a few years ago now finds himself face to face with the new invisible competition.

I have tried to outline the situation without becoming unduly an alarmist. My main reason for writing this article is to emphasize certain facts and to awaken American manufacturers to a situation which threatens to be serious.

American business is still leading the world in many lines. There is no reason why it should not maintain its position in the future. The ironic fact is that one of the most serious menaces to our present situation is not to be found abroad but rather at home where the great American consuming public is furnishing the sinews of war to foreign manufacturers.

#### ***Plenty of Room for Foreign Goods***

There will always be plenty of room for the European manufacturer who wishes to sell in the United States. In the present day we cannot hope to draw ourselves into an isolated position and hope to have our public buy only the things we sell and, at the same time, do a large export business. However, there is a certain balance which is necessary in exports

and imports if a nation is to be prosperous. This balance today is in danger of being seriously affected and affected adversely for American business.

I have had many conversations concerning this subject with a number of men in various lines of business and all of them eventually have asked me my suggestions for a solution. I have no suggestions which I believe will act as infallible correctives.

I do believe, however, that certain measures are necessary.

First, and most obvious, is tariff readjustment. However, the present session of Congress has shown the difficulties of depending on this form of help. Until American business has better assurance of legislative help it must handle the situation as though tariffs did not exist.

Second, it is my belief that in planning his advertising the American advertiser should pay some attention to methods of counteracting the European influence. Today we have a large volume of advertising which is really catering to this influence, trying to capitalize it for American products. If this is done subtly enough it is not damaging, but it is dangerous in that instead of tending to diminish the growth of the European conflict it is fostering it. The experience of Great Britain with its patriotic appeals to buy British products has shown that patriotic appeal carries only a certain distance. "Made in America" does have some value but not nearly the value that a great many manufacturers believe. There must be something more effective to accomplish the job I have in mind. What that is I am not prepared to say, although I wish I were.

The American consumer is in need of education and that education must come primarily with an appeal to the pocketbook and the intelligence rather than to pure patriotism. Such an appeal cannot be made by advertisers acting by themselves individually, rather than co-operatively. By this I do not mean that there is any great necessity for a general co-operative campaign to be joined in by many units

of American industry, but I do believe that there is a necessity for a co-operative consciousness on the part of American manufacturers of the problem which faces them. Once we have this common consciousness the general trend of American merchandising and advertising can be toward fighting our invisible competition. We can still maintain our present methods and plans but can add something else which, without interfering with the general tenor of our methods, will give to our advertising and selling propaganda the needed force to meet the invisible competition.

If the present invisible competition is allowed to grow it may eventually stifle the American will to achieve. The mere loss of present business is only today's dollars and cents. The loss to the future is greater and more dangerous to the United States of twenty or fifty years hence.

Every manufacturing establishment which, because of invisible competition, is forced to curtail its expenses and to follow more conservative policies loses dollars today but the country loses that establishment's genius for tomorrow. The United States has led the world in inventive achievement because it has been able to do the research and the planning that is over and above the ordinary conduct of business. New inventions grow not alone from present needs but also from future needs. When invisible competition stifles invention it takes away potential achievement, still the biggest thing in the possession of American business.

It would be easy to make a list of successful businesses that are built on the developments and by-products of other businesses. These can no longer be built if management is forced to retrench, to draw in, even to partially close its plants.

It is the task of every American manufacturer, retailer, publisher, advertising agent, in fact, of every business man to realize, first, the menace of invisible competition and, next, that it not only robs us today but takes away our possibilities of tomorrow's achievement.

## Electrical Manufacturers Appoint A. W. Berresford

A. W. Berresford, formerly vice-president and general manager of the Cutler-Hammer Manufacturing Company, Milwaukee, and vice-president of what is now the Kelvinator Corporation, Detroit, has been appointed managing director of the National Electrical Manufacturers Association, New York, to succeed Alfred E. Waller, resigned.

## Louis Wickum Leaves Hamburg-American

Louis Wickum has resigned as publicity manager of the Hamburg-American Line, New York. He has been engaged in steamship advertising work for the last twenty-three years and had been in charge of Hamburg-American trans-Atlantic and cruise advertising for the last six years.

## W. C. Mayborn Buys Temple, Tex., "Telegram"

Ward C. Mayborn, formerly with the Scripps-Howard organization as general manager of papers in Fort Worth and Houston, Tex., has purchased the Temple, Tex., *Telegram* from E. K. Williams, president of the Telegram Publishing Company, Inc.

## Candy Account to Art Agency

Helen Ardelle, Seattle, manufacturer and retailer of candy, has appointed the Carl W. Art Advertising Agency, Inc., of that city, to direct a territorial newspaper campaign on a new chain of retail candy outlets which she is opening in the Northwest. Outdoor and radio advertising will be used also.

## General Display Case Company Acquires Cubelite

The General Display Case Company, Inc., New York, manufacturer of counter display cases and advertising novelties, has taken over the Cubelite Company, manufacturer of Cubelite, a glass advertising cube.

## L. G. Wagner with Dayton, Price and Company, Ltd.

Louis G. Wagner, formerly with the sales promotion department of Mack Trucks, Inc., New York, is now with Dayton, Price and Company, Ltd., New York export service corporation, in a similar capacity.

## Oakland Office for Patterson & Sullivan

Patterson & Sullivan, San Francisco, commercial artists, have opened a branch at Oakland, Calif. This firm has also added a typography department to its San Francisco plant.

## H. H. Rimmer Heads Canadian Advertisers

AT the sixteenth annual meeting of the Association of Canadian Advertisers, held recently at the Royal York Hotel, Toronto, H. H. Rimmer, Canadian General Electric Company, Ltd., Toronto, was elected president. Vice-presidents elected include: W. F. Prendergast, Imperial Oil Company, Ltd., Toronto; W. M. Robertson, General Motors Corporation of Canada, Ltd., Oshawa; W. G. McGruther, Canadian Fairbanks Morse Company, Ltd., Montreal, and L. R. Greene, Tuckett, Ltd., Hamilton, Ont. W. J. Henderson, Swift Canadian Company, Ltd., Toronto, was elected treasurer.

Directors of the association who were elected at the meeting are as follows: J. S. Lavene, AutoStrop Safety Razor Company, Ltd., Toronto; V. A. Smith, Parker Pen Company, Ltd., Toronto; G. G. Duncan, International Harvester Company of Canada, Ltd., Hamilton; R. J. Ambler, Northern Electric Company, Ltd., Montreal; J. S. Bliss, Oneida Community, Ltd., Niagara Falls, Ont.; B. J. Mothersill, The Studebaker Corporation of Canada, Ltd., Walkerville, and G. S. H. Carter, The Toronto General Trusts Corporation, Toronto.

Outstanding in the meeting was the strong desire expressed for all kinds of marketing data. A request has been made to the Dominion Government by the association for more official market information and figures.

## L. R. Gage with "College Humor"

Leslie R. Gage, formerly director of publicity for the University of Wisconsin, has joined *College Humor*, Chicago, where he will be in charge of sales promotion and sports editor.

## Made Director of Direct Mail Association

Ben C. Pittsford, of the Ben C. Pittsford Company, advertising typographer, has been appointed a director of the Direct Mail Advertising Association.

## Pennsylvania Salt Buys General Laboratories

The Pennsylvania Salt Manufacturing Company, Philadelphia, has purchased General Laboratories, Madison, Wis., makers of "B-K" deodorant for household and farm use and Knox-Out fly spray for cattle. The latter company will be operated as a separate unit, with Walter K. Wilson, former Pacific Coast representative, at San Francisco, of the Lewis Lye Company, as general manager.

The advertising account of General Laboratories has been placed with the Price-Hannah Company, Chicago advertising agency.

## Death of F. M. Mills

Frank Moody Mills, president of the Sioux Falls, S. D., Tractions Company, died at that city last week. He was at one time publisher of the *Des Moines Register*, which he purchased in 1866. He also owned the Mills Publishing Company, Des Moines, and he was one of the organizers of the Northwestern Associated Press, which later became a part of the Associated Press in Iowa. He was ninety-eight years old at the time of his death.

## Acquires Lon Polk Advertising Business

Fred Tomlinson, for fifteen years advertising manager of the Reuben Realty Company, Toledo, has taken over the Lon Polk Advertising Agency, of that city. He will continue as advertising counsel for the Reuben company. Mr. Polk has been appointed head of the copy department of the Electrograph Company, Detroit.

## J. W. Egan, Jr., with Mandel Brothers

James W. Egan, Jr., for the last two years advertising manager of *The Chicagoan* and prior to that time representative, at Chicago, of the Hearst morning newspapers, is now engaged in special promotion work for Mandel Brothers, Chicago department store.

## G. G. Addington Joins Tracy- Locke-Dawson

Glen G. Addington has been appointed assistant to J. M. Dawson of Tracy-Locke-Dawson, Inc., Dallas, Tex., advertising agency. He will be in charge of the Denver office of that agency.

## Joins Freeze-Vogel-Crawford

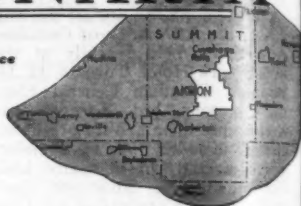
Bert S. Gittens, until recently assistant to the secretary of the National Association of Farm Implement Manufacturers, has joined the staff of Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency.



# The AKRONARIA

—The area of  
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



ISSUE OF OCTOBER 31, 1929

NO. 20

THE TIMES-PRESS

## SUNDAY TIMES

THE Sunday Times, Akron's only Sunday newspaper, publishes the type of news which Akron people like to read. Its well edited sport, society, news, automobile,



movie, and radio sections are read with keen interest by the automobile owners, radio enthusiasts, sport fans, movie fans, and social leaders of the community.

One of its most popular features is the society section. A typical full

page of this section is reproduced here from the October 13th issue.

Because it is such a newsy newspaper, and because it is published on Sunday, when people have most time for newspaper reading, the Sunday Times is keenly read in almost all Akron homes.

Place the Sunday Times on the "A" schedule to get best results from your advertising campaign in the "Akronaria." The local merchants who sell your merchandise use the Sunday Times.

## AKRON HANGAR NEARS COMPLETION

THE giant new hangar of Akron Air Services, Inc., at the Akron Municipal Airport is rapidly nearing completion.

One of the largest in the state, it will house 20 airplanes.

Not only is Akron the world's lighter-than-air craft center but it also is making rapid strides in the heavier-than-air industry. Almost weekly comes the announcement of some new air transit development which is to make Akron more easily accessible from all points of the country.

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Akron's great public interest in the air industry can be traced in part to the annual Times-Press Aviation show, and the enthusiasm with which the news columns of the Times-Press promote this new industry.

## SALES MANAGEMENT SAYS—

THE recently issued "Markets and Media Reference Number" of Sales Management Magazine gives the following figures for Summit County, of which Akron is the business center:

Population .....	447,692
Automobiles, under \$1,000...	47,921
Automobiles, over \$1,000....	23,938
Number of incomes between \$1,000-\$5,000 .....	30,234
Number of incomes over \$5,000 .....	1,913
Total annual urban incomes..	\$271,127,000
Total annual rural incomes..	\$4,881,000
Total annual county incomes.	\$276,008,000
Per capita annual county incomes .....	\$617

It is interesting to note that Akron's annual *total* income is larger than the incomes of these other cities which have greater populations; San Antonio, Birmingham, Omaha, St. Paul, Atlanta, Columbus, Denver, Louisville.

A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

**Akron Is Not in the  
Cleveland Market  
—It Stands Alone**

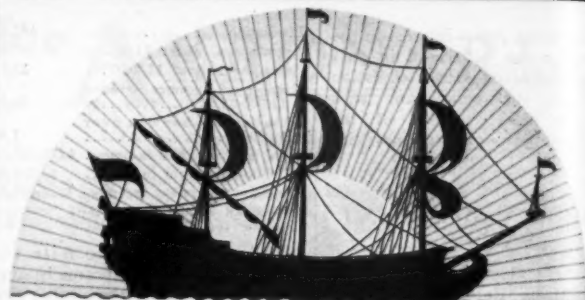
# AKRON TIMES- PRESS

Akron's best  
daily and only  
Sunday newspaper



SCRIPPS-HOWARD

National Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York; 919 N. Michigan Avenue, Chicago; Detroit, San Francisco, Dallas, Buffalo, Los Angeles, Atlanta, Philadelphia



## THE TRAVELURGE

HERE is a group of people who are always going—somewhere else. They are the members of the Inner Circle, the readers of Harper's Bazaar. Travel advertisers have found it profitable to appeal to those people of means and leisure through the pages of Harper's Bazaar. They have found it so profitable that Harper's Bazaar in November has established its new record with 15½ pages of travel and resort advertising, and 35 advertisers whose "wares" cover the world.

**The people who read Harper's Bazaar — travel.  
The people who travel — read Harper's Bazaar.**

**FREDERIC DRAKE  
Business Manager**

# Inland Publishers Protest Chains' Public Education Plan

Members Invite Discussion of Proposed Publicity Program with Chain-Store Executives

**M**EMBERS of the Inland Daily Press Association met at Chicago last week and, for one thing, passed a resolution objecting to the \$250,000 plan of public "education" recently adopted by the National Chain Store Association.

As a refusal to print chain-store publicity, the action of the publishers is not of particular significance. It is considered customary for newspapers not to permit gratis use of their news columns for propaganda purposes, and the Inland has vigorously supported such a policy for years.

The more important feature of the resolution, which was unanimously passed and will be submitted to William H. Albers, president of the chain-store group, is the constructive attitude which it represents.

Not a small amount of resentment was felt over the fact that the publishers were to receive nothing for their space in the widespread educational effort. J. K. Groom, of the *Aurora Beacon-News*, had suggested when the matter was brought up for discussion that it be disposed of by simply saying nothing and disregarding forthcoming publicity releases.

Further consideration, however, developed a consensus of opinion that the wisest course lay in pointing out the viewpoint of the Inland members to the chain association before the campaign got under way, at the same time suggesting the possibility of another method of spreading the message that might be more satisfactory to both parties. On this basis a free and open discussion of the entire matter by the two associations was invited in the resolution.

As reported in a recent issue of **PRINTERS' INK**, the chain-store executives plan an ultimate use of paid advertising space in their campaign against adverse propaganda and political by-play. As a

beginning, however, the 1930 program provided for "educational" publicity work only, part of which would be through newspapers, business publications and magazines.

This course, the Inland publishers feel, involves a breach of faith with the newspapers and the public and will "tend to destroy the confidence" on the part of the former at least. In their estimation the chain stores might better accomplish their wholly just purpose by a method more consistent with the object. They recommend an open-faced, signed, out-and-out advertising campaign, frankly stating the origin and purpose of the information embodied, as a more politic, good-will inspiring means than the subtlety of a publicity campaign.

Upon passage of a motion to that effect, President E. H. Harris appointed a committee consisting of A. O. Lindsay, Quincy, Ill., *Herald-Whig*, Verne E. Joy, Centralia, Ill., *Sentinel*, and Mr. Groom to draw up a resolution outlining the Inland's attitude. As presented and adopted at the following day's session it read:

WHEREAS we have learned that in a recent action the National Chain Store Association determined to employ a publicity agent whose duty it shall be to get into the newspapers in the guise of news publicity favorable to the interest of various chain-store organizations, this agency to be paid according to the amount of publicity which it is able to secure;

WHEREAS this method does not seem to be either candid or fair, inasmuch as the origin and purpose of the matter tendered the newspapers is not made clear to the readers, and

WHEREAS the evident purpose is to secure advertising of value which could not be had were the real motive understood, and

WHEREAS such a plan if put into execution will tend to destroy the confidence that exists between the chain stores and the newspapers;

RESOLVED that the members of the Inland Daily Press Association comprising 254 daily newspapers in sixteen States and adjoining provinces of Canada with a circulation

of over 5,000,000 daily register a very serious protest and request that the National Chain Store Association desist from the use of this method of securing publicity.

FURTHER BE IT RESOLVED that if the chain stores feel the need of educating the public concerning phases of their business which are not now understood, we suggest that they be wholly frank and present their message to the readers of newspapers in the form of paid advertising properly signed by the individuals or group whose interest is sought to be furthered.

BE IT FURTHERED RESOLVED that the members of the Inland Daily Press Association would welcome the opportunity for a free and open discussion with the National Chain Store Association of this entire matter.

The remainder of the convention sessions were devoted largely to discussions of problems in news, circulation and production problems and reports of committees. Following adjournment the members were guests at a joint luncheon and afternoon session of the Bureau of Advertising of the American Newspaper Publishers Association.

### H. H. Curtice Heads AC Spark Plug

Harlow H. Curtice, formerly vice-president and assistant general manager of the AC Spark Plug Company, Flint, Mich., has been appointed president and general manager of that company. He succeeds Basil W. de Guichard, who has resigned because of ill health. Mr. Curtice has been with the AC company for the last sixteen years.

### Ralph Wentworth with Cowan & Prindle

Ralph Wentworth, recently manager of the concert bureau of the Columbia Broadcasting System, has joined Cowan & Prindle, Inc., New York advertising agency. Previously he had been with the National Broadcasting Company as an announcer.

### Peerless Motor Account to Homer McKee Agency

The Peerless Motor Car Corporation, Cleveland, has appointed the Homer McKee Company, Inc., of Illinois, Chicago advertising agency, to direct its advertising account.

### W. P. Bushell & Company Incorporates

W. P. Bushell & Company, merchandising counsel, has been incorporated at New York. W. P. Bushell is president, M. E. Thayer, vice-president, and R. Kidston, secretary.

## Farm Market Analysts Meet

THE Association of Farm Market Analysts, composed of publishers, advertisers and advertising agencies interested in farm market research, held its annual meeting at Chicago last week.

Much of the discussion centered around the farm schedule of the forthcoming Federal census. Members were unanimously agreed that insufficient provision had been made for information concerning vital facts about the farmer's home and living conditions. Several suggestions for questions which will give these desired additional data were drawn up and will be submitted to the Census Bureau with the request that they be included, if time remains, in the 1930 census schedule.

The farm market data to be derived from the annual State tax assessment schedules were another subject consideration. It was felt that there might be room for improvement in the matter of the uniformity and type of data available of these that would make them more valuable for market research purposes. President Jean Carroll, Meredith Publishing Company, Des Moines, was authorized to appoint a committee of three to investigate the schedules of the various States and report back as to the desirability of effort toward securing changes and additions.

### Cecil, Warwick & Cecil Gets Part of Coty Account

Coty, Inc., New York, has appointed Cecil, Warwick & Cecil, New York advertising agency, to direct the advertising of a new line of Coty Preparations. This agency has also been appointed to handle the advertising of the following subsidiaries of Coty: French American Beauty Accessories Corporation and Marcel Franck, Inc. The Percival K. Frowert Company, Inc., New York, will continue to handle Coty advertising as heretofore.

### Death of E. E. Warfield

E. E. Warfield, engaged in merchandising work for the Raybestos-Manhattan Company, New York, died recently at that city. He previously had been director of sales and advertising of the Protex-A-Motor Manufacturing Company, Pittston, Pa.

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**THE** best barometer of a newspaper's circulation is the quality and quantity of its advertising.

Judged on this basis alone, LA NACION of BUENOS AIRES is the most efficient and productive medium for selling Argentina. Advertisers have consistently given it unquestionable preference. For many years they have placed a larger quantity of important advertising in LA NACION than in any other Argentina paper.

The type of advertising carried clearly indicates the superior buying power and culture of the readers of LA NACION. This is borne out by the fact that LA NACION leads in the three classifications indicative of Buying Power, Spending Power and Culture, respectively.

#### FIRST SIX MONTHS 1929

<b>BUYING POWER</b>	<b>LA NACION</b>	<b>Next Paper</b>
Automobiles	286,856 lines	185,384 lines
<b>SPENDING POWER</b>		
Theatres	25,324 "	2,896 "
<b>CULTURE</b>		
Books	28,884 "	7,740 "
<b>LOCAL PRESTIGE</b>		
Harrod's Store	157,626 "	50,365 "

Editorial and General Offices in the United States: United States Advertising Representatives:

**W. W. Davies**

**S. S. Koppe & Co., Inc.**

Correspondent and General Representative

Times Building

383 Madison Avenue  
New York

New York  
Telephone: Bryant 6900

**EXTRAORDINARY PULLING POWER—SUPERIOR  
COVERAGE—PRESTIGE**

# Farm Publishers Adopt New Code of Advertising Copy Standards

Original "Fair Play" Policy Revised and Expanded at Chicago Convention of Agricultural Publishers Association

**A**Doption of a new "Fair Play" policy for farm-paper advertising copy was the principal action of the annual meeting of the Agricultural Publishers Association at Chicago last week. The new code amplifies, and to some extent modifies, an original "fair play" resolution, passed in 1914, concerning mention of methods of distribution by advertisers in their copy.

It was the opinion of the association that modern business conditions called for a revision of the old ruling. It was also felt that a more specific and detailed statement of copy standards was needed in order to facilitate uniform appraisal in applying the members' policy of accepting "only such copy as recognizes the spirit of honesty and fair play."

The new resolution permits copy to discuss "in a positive manner" the advertiser's method of distribution and to contain any legitimate recommendation of the firm or the product. It may not, however, refer disparagingly to a competitor, his product or his method of distribution. Thus, an advertiser may say, "I sell at a low price direct from factory to you"; but he may not say, "I save you the extra profits of the middleman."

Other copy regulations provide:

The editor or editors of the farm paper in which the advertisement appears may not be quoted in advertising copy.

Copy shall not violate agreements made in any trade practice conferences in the industry in which the advertiser is engaged.

A product shall not be referred to as the only one of its kind having certain features or selling at a certain price level unless the advertiser can, upon request, substantiate such claims.

Offers of employment, with or without investment, and copy for educational courses designed to in-

crease the students' earning power shall not cite exceptional earnings in language creating the impression that such earnings are average.

The code also requires that all copy be truthful and, whether or not specifically referred to in the resolution, equitable to competitors and farm-paper subscribers. Doubtful cases are to be submitted to the association for a ruling.

As the result of another resolution passed at the meeting, the board of directors will consider the advisability of an exhaustive survey of the farm market.

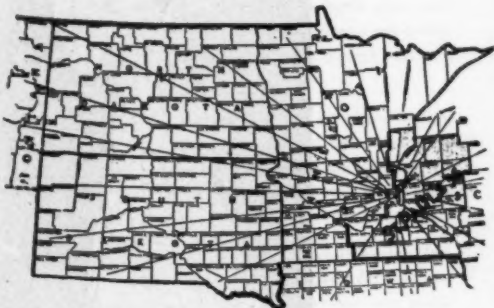
Two new appointments were made to the board of directors. H. C. McKelvie, *Nebraska Farmer*, Lincoln, Nebr., was elected to succeed S. R. McKelvie, of the same publication, who resigned upon his appointment to the Federal Farm Board. W. G. Campbell, *Indiana Farmer's Guide*, Huntington, Ind., will fill the vacancy left by the resignation of T. W. LeQuatte, of the former *Farm Life*. All other members of the board were re-elected. They are: Marco Morrow, Capper Publications, Topeka, Kans.; Dr. Tait Butler, *Progressive Farmer and Farm Woman*, Birmingham, Ala.; Fred Bohen, Meredith Publishing Company, Des Moines; and H. Morgenthau, Jr., *American Agriculturist*, New York.

Mr. Campbell was also elected secretary of the association, succeeding S. R. McKelvie. B. Morgan Shepherd, *Southern Planter*, Richmond, Va., was named to fill Mr. McKelvie's position as national councilor of the United States Chamber of Commerce. Fred H. Nance, *Ohio Farmer*, Cleveland, was appointed vice-councilor.

T. D. Harmon, of Capper-Harmon-Slocum, Inc., was elected as one representative to the Advertising Commission and Victor F. Hayden, executive secretary, was re-elected as the other.

# FARMING AND MANUFACTURING

*—Two of the Basic Industries  
of the World—*



**—Are the Principal Sources of Revenue of St. Paul's 36—the Exclusively St. Paul Market.**

These industries stand for wealth in St. Paul's 36. They pour more than \$309,000,000 into the pocketbooks of this market annually—more than \$309,000,000 to be converted into sales volume by advertisers who present their sales messages to St. Paul's 36 consistently and through the right medium.

St. Paul's 36 is comprised of 36 Minnesota and Wisconsin counties which are geographically and commercially tributary to St. Paul. It is the **EXCLUSIVELY** Dispatch-Pioneer Press market within the great Northwest market of these papers. No other Twin City paper influences its buying.

**St. Paul Dispatch - Pioneer Press**

**O'MARA AND ORMSBEE, Inc.**

*General Advertising Representatives*

Los Angeles, San Francisco, New York, Chicago, Detroit





# GREEN



NAME

ADDRESS

Six of the t

OAKLAND  
LOS ANGELES  
SAN FRANCISCO



## 3 hours later than Broadway, but right up to the minute...

Pacific Coast first-nighters haven't shot out the lights since Lotta Crabtree danced at Bidwell's Bar. In fact, box-office men can hardly tell a visiting New Yorker from our own aborigines, except that he is apt to forget his gardenia.

It's getting hard for a good cowhand to find a job. Sixty-two per cent of the Pacific Coast population is urban! That means there are more people living next door to urban-type dealer outlets than in the East North Central states, proportionately, and each new census takes our breath away. For a moment.

Incomes out here are 55% higher than the national average. Due to the climate (adv't.) we spend it as fast as we get it for tires and bonds, radios and vacations, viands, victuals, vitamins and everything that lifts our standard of living 65.1% above the average.

What we are leading around to is that these predeterminable facts and your own reviewable results make this a profitable field for a lot more of your advertising.

## HEARST PACIFIC COAST COVERAGE

1,390,180 CIRCULATION FOR 1,560,000 FAMILIES

Six of the twenty-eight Hearst Newspapers read by more than 20,000,000 people

Evening

Morning & Sunday

OAKLAND POST-ENQUIRER	SEATTLE POST-INTELLIGENCER
LOS ANGELES HERALD	LOS ANGELES EXAMINER
SAN FRANCISCO CALL-BULLETIN	SAN FRANCISCO EXAMINER

## Results of the Men's Shoe Campaign

HAROLD C. LOWREY  
TORONTO

Editor of PRINTERS' INK:

We are quite interested in the present campaign being conducted by the manufacturers of men's shoes in the United States. Is this campaign actually increasing the sale of men's shoes, or is it just another "good-will" advertising expenditure?

Reports have come to us through several channels that this campaign is "quite a success," but personally, we would like to have something more definite, particularly from the viewpoint of the manufacturer who pays the bill, and the shoe retailers who meet the public. Have they found this co-operative expenditure a specific for their trading ills?

We would appreciate very much, any definite information you can give us.

H. C. LOWREY.

THE advertising sponsored by the National Shoe Retailers Association to increase the per capita consumption of men's shoes started in July, 1928. Previous to that time a great deal of enthusiasm had been aroused among shoe manufacturers and retailers in the discussion of the plans for the campaign, which was described in PRINTERS' INK, dated May 23, 1929.

Up to the time the shoe interests decided to get together to advertise the necessity of men looking better by wearing better shoes, production figures had been standing still or dropping backward. The recent official production figures from the Department of Commerce show clearly that the men's shoe industry is beginning to win back the foothold which it lost during the previous fifteen or twenty years. During 1928 there was a loss for the year of 4,356,477 pairs over the previous year. Up to August, 1929, the production for men's shoes was 62,820,874 pairs, as compared with 61,172,257 pairs in the months of January to August of 1928. Thus

the gain for the year up to August 1 was 1,648,617 pairs or 2.7 per cent. Ernest A. Burrill, chairman of the Plan and Scope Committee of the Advertising Funds, furnishes in the table below the official figures for the four months from May until August.

When the official May and June figures were published, many skeptical manufacturers and retailers said that the increase was due to the increased production of sport footwear for summer use. Then came July, with a still greater increase, which practically exploded the theory because manufacturers do not produce shoes in July for summer consumption. Then came a substantial increase in August, which made it certain that the general increase must be due to something other than sport shoes.

The advertising committee of the National Shoe Retailers Association has been very modest about claiming full credit for the rather phenomenal increase in men's shoe production. As Lester H. Gibson, Chairman of the Ways and Means Committee says: "We do not claim that this entire increase is due to the consumer response from the national advertising, or entirely to the work that has been done with the retailer, but we do feel that all of these things combined have greatly influenced this remarkable increase."

In determining national advertising results, one can seldom put fingers upon any particular advertisement which might be said to have increased the sale of a commodity but it has been surprising how when an industry starts to do national advertising, merchandises it to its retailers and gets everybody behind it, sales results seem to increase.

The shoe campaign has been planned for four years ahead. The 8 per cent increase shown in the four months from May to August

	1928	1929
May men's production.....	6,979,966	7,745,028
June men's production.....	7,450,646	7,854,467
July men's production.....	7,091,884	8,229,646
August men's production.....	9,215,987	9,515,811
Four months total.....	30,738,483	33,344,952
Gain for the four months.....		2,606,469 8%

in the production of men's shoes is very encouraging to those people in the shoe industry who have been most aggressively behind the campaign. For if the 8 per cent rate of gain is maintained for the rest of the year, which seems very likely, the men's shoe industry will be nearly 4,000,000 pairs ahead of last year. That would be the first year in a great many that the men's shoe industry has shown anything except a large size loss.

Therefore, from the viewpoint

of the manufacturer who pays the bill and the shoe retailers who meet the public, it can be said that the men's shoe advertising campaign shows every evidence of doing a job which equals the hope of its greatest enthusiasts. Time alone can tell whether the increase will keep up, but certainly an excellent start has been made and the whole spirit of the industry has been revitalized by this unusual advertising and merchandising campaign—  
[Ed. PRINTERS' INK.]

## What Groucho Says

How an Advertising Agency Executive Selects His Furniture

SO you think that padded leather chair is too luxurious for a business office? Well, I'll tell you one thing. You're a friend of mine and I want to chat with you or you wouldn't be in it.

How do I keep people out of it? That's easy. You see it is in front of my desk and four and a half feet away. It is my client chair. Can't get rid of them anyway when they come in so I make them comfortable. They relax in it, their bitter criticism of our "rotten service" relaxes (just for the time of course) into amiability. This chair is often the prelude to a good dinner and a good show. Biddle smiles and sinks into it the minute he comes in. It may be the 1 per cent of favorable psychology that keeps him from firing us. He calls it "my chair." I say, "Sit down in *your* chair, and read a funny paper, I'll be with you in a minute." What he calls "my chair" makes him feel that our establishment is his, that he is one of the family. You can bawl out a member of the family but you can't throw him over.

But how do I keep others out of it? By having this other chair at the side of my desk. Sit in it. Do you feel that downward slope in front which suggests that you'll fall out of it if you don't look out? You see it's rather high, a bit slippery, an invitation to say your say and get out. I had it made that way. You don't like it? That proves I had it made right.

Boss started to visit me in my office—liked to wander in and chat, killed a lot of time. Chair cured him. Now he calls me into his office and I can escape in due time.

Space salesman comes in, can't sit in easy chair and relax—too far off, can hardly see me over top of desk; not businesslike to loll and shout over a desk to an invisible prospect. Maybe he likes to pound his fist, or has a bunch of figures, diagrams, bags of wheat and so on to show me. Sits down beside me, doesn't feel as if he were sitting down at all, but feels as if he were leaning on something slippery, shows his graphs, stands up, hammers home a point or so and beats it, looking enviously at the easy chair.

Sure I select my furniture with "rare judgment." Easy chair saves business, slippery chair saves time.

Oh, hello, Biddle, come on in! Tom, you sit over here and let Biddle sit in his own chair. Must you go?

GROUCHO.

### Leaves Erwin, Wasey

Douglas W. Meservey, for the last two years account representative with the Paris office of Erwin, Wasey & Company, has resigned his position with that firm. He has returned to the United States.

### Appoints Godley-Marsh

The Saint Louis Town Topics, a new class publication published at St. Louis, has appointed The Godley-Marsh Organization, New York, as its Eastern advertising representative.

# "Centralized Control" of B ... In Act

**LATE JULY:** Two men in the offices of a great American manufacturer. One, the Export Advertising Manager. The other, American Representative of Erwin, Wasey & Company, Ltd. Europe. Between them, next year's American campaign in copy and rough layouts. From the large pile they segregate a smaller one—the nucleus of 1930's campaign in Europe.

**EARLY AUGUST:** Many men. Americans, Europeans, in a quiet office almost beneath the shadow of Westminster Abbey. Erwin, Wasey European head-

quarters staff goes over the same small pile. That night, eleven facsimiles of that pile are despatched to eleven Erwin, Wasey offices in as many countries of Europe.

**LATE AUGUST:** Eleven offices—one in Paris, one in Berlin, others in Stockholm, Milan, Copenhagen, Brussels, Zurich, Rotterdam, Helsingfors, Barcelona, and one in the client's European factory in England. Many men, many languages, discussing duplicates of the same campaign in meetings between Erwin, Wasey staffs

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## ERWIN, WASEY and

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SAN FRANCISCO  
LOS ANGELES  
SEATTLE  
LONDON  
BERLIN  
PARIS  
STOCKHOLM  
BRUSSELS  
ROTTERDAM  
HELSINGFORS  
MILAN  
COPENHAGEN  
ZURICH  
BARCELONA

American representative  
of European offices:  
Graybar Building  
New York City



# of European Advertising In Action

and the client's local managers, distributors, salesmen.

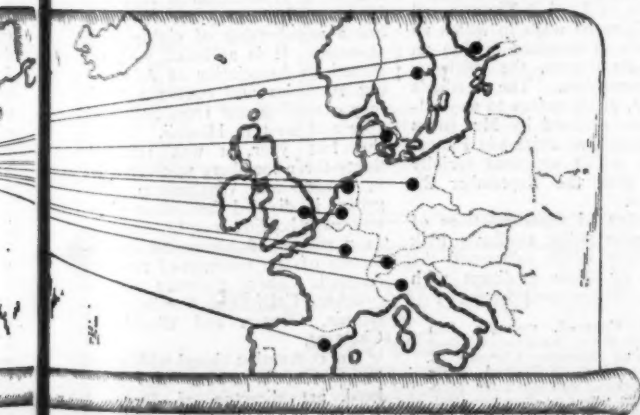
**SEPTEMBER: Work. Travail. Arbeit.** The same thing in many tongues, in many countries. Native investigators, checking conditions in local markets. Native copy writers — Germans, Englishmen, Swiss, Danes, Frenchmen, Belgians, Italians, Dutchmen, Finns, Swedes, Spaniards — not simply translating, but using their local knowledge of people and conditions to present the facts which would stir the greatest response

in their fellow countrymen.

**OCTOBER:** Westminster again. European headquarters receives eleven campaigns, examines them with a view to coordination, particularly of art work — then speeds the final results to the United States.

The curtain will soon ring up on the last act. These eleven campaigns will be spread before the American Manufacturer's Export Advertising Manager. From his desk in the United States he can give the word which will put his whole European campaign in action.

## Y and COMPANY, Ltd.



## Pacific Coast Agency Group Meets

THE Pacific Association of Advertising Agencies held its annual meeting, last week, at Santa Barbara, Calif., with an attendance



David M. Botsford

of more than 100 members. In addition, a number of media representatives were the guests of the association at its annual dinner, at which Don Francisco was master of ceremonies.

While there were about fifteen addresses made on various

subjects of interest to agency executives, the larger part of the program was given over to general discussion of agency policy and practice. The trend and effect of mergers in the agency business was reviewed by K. L. Hamman, who discussed their advantages and disadvantages. An analysis of the advertising situation in the Pacific Northwest was presented by Joseph R. Gerber who reviewed the development of advertising and advertising agencies in that territory.

Duane D. Jones, of the Los Angeles office of Lord & Thomas and Logan, discussed ways in which an advertiser can measure, within an approximate degree, the efficiency of his campaign. The methods which Mr. Jones refers to as yardsticks were outlined by Mr. Jones in a series of five articles in *PRINTERS' INK* which appeared serially starting with the September 29, 1927, issue.

A number of representatives of various advertising mediums took up questions which concerned the relations of these mediums with agencies. These speakers were:

J. D. Chappell, manager, San Francisco office, National Outdoor Advertising Bureau; Clarence B. Kerr, president, Hollywood Paper Box Company, who discussed package design and use; Harrison Holway, general manager, Radio Sta-

tion KFRC; W. F. Thompson, assistant general manager, Foster & Kleiser, who covered outdoor advertising; and Frederick Wagner, general manager, Los Angeles Express.

An open forum to encourage a better understanding of the problems of mediums and agencies, so that advertisers would benefit from closer co-operation, was led by Norman B. Stern, chairman of the media relations committee.

The convention was opened by Norman D'Evelyn, vice-president, in the absence of Frederick T. Weeks, retiring president, who had sprained his ankle on the golf links.

David M. Botsford, Botsford-Constantine Company, Portland, is the newly-elected president. Norman B. Stern, Johnston-Ayres Company, San Francisco, was elected first vice-president; Barton Stebbins, Logan & Stebbins, Los Angeles, second vice-president, and Douglas Powell, W. S. Kirkpatrick Company, Portland, secretary-treasurer.

The following were elected to the board of directors: F. W. Strang, Strang-Prosser Company, Seattle; Vernon R. Churchill, J. Walter Thompson Company, San Francisco; August Bruhm, The H. K. McCann Company; A. Carman Smith, Smith & Ferris Company, Los Angeles, and Mr. Weeks, who is associated with the Newell-Emmett Company at San Francisco.

The Pacific agency group, since its change of organization from the California Association of Advertising Agencies two years ago, now has a membership of eighty-seven agencies. It is affiliated with the American Association of Advertising Agencies and covers a territory extending east from Salt Lake City and west to Hawaii. During the last year, it was reported, thirty-three members were enrolled in Oregon and Washington. The group is divided into four chapters, each holding monthly meetings as a means of advancing the interests of the widespread territory covered. These chapters are the Southern California, Northern California, Oregon and Washington Chapters.

The convention closed with a golf tournament in which Otis Shepherd, art director of Foster & Kleiser, had the best score with a 79.

## PUT THE BANKER IN YOUR PICTURE



### No Coupon to Clip

Just phone, write or wire us for a copy of the *Journal* and material showing banker influence and we will send it to you promptly, and frankly advise you whether or not we believe we can be helpful.

• • •

Alden B. Baxter,  
New York.

Charles H. Ravell,  
332 South La Salle St.,  
Chicago, Ill.

Cupit & Birch,  
Kohl Building,  
San Francisco, Cal.  
846 So. Broadway,  
Los Angeles, Cal.

### In New Haven, Conn.

Some of the companies in which the American Bankers Association *Journal* subscribers exercise a decisive influence:

New Haven Clock Co.  
New Haven Gas & Light Co.  
A. C. Gilbert Co.  
Union Hardware Co.  
Atlas Manufacturing Co.  
Peck Brothers & Co.  
Gamble-Desmond Co.  
C. Cowles & Co.  
New Haven Water Co.

**B**ANKERS are directors of railroads and public utilities and manufacturing plants. They are owners and managers and financiers of outstanding commercial enterprises. They are the most important men in every community. Talk to them frankly through the *Journal* with a definite assurance that your message will be read.

## AMERICAN BANKERS Association JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark



## POWER-MINDED FARMERS OPERATE

LADAMS



## POWER-MINDED FARMER

Big-business farmers have made the Midwest the most productive farmland in the country. These power-minded farmers operate large farms with large-scale efficiency and large-scale profits.

These big-business farmers are interested in modern improvement in farm management, every constructive labor-saving device, every invention

# CAPPER'S

PUBLISHED IN TOPEKA, KANSAS  
BY ARTHUR CAPPER





WITH LARGE-SCALE EFFICIENCY

**FARMER** household comfort—and what's more, they  
 by these modern devices and use them.  
 vest t Articles for farm, household, or social use  
 . These of equal importance to these power-minded  
 ms w farmers and their families. That's why more than  
 s. 95,000 of these big-business farmers and their  
 in ev families are regular subscribers and avid readers of  
 t, ev papper's Farmer—the trade-paper of the pros-  
 venti ous Midwest.

# FARMER

Circulation over 895,000

# What Advertising Did for Canada Dry

P. D. Saylor Tells How Newspaper Advertising Helped Keep Lines of Communication Well Connected

"WE started out in 1923 with an investment of \$50,000 in newspaper advertising, and it paid us so well that the next year our expenditure in the same medium was \$250,000; now it is more than a million."

Thus spoke P. D. Saylor, president of Canada Dry Ginger Ale, Inc., in an address which he made last week before a convention of the Bureau of Advertising of the American Newspaper Publishers Association held in Chicago. Mr. Saylor's address was the main feature of the meeting which the Bureau called with the object of making newspaper publishers, in general, better acquainted with its operating plan and the work it does for the advancement of this kind of advertising.

There were many publishers in Chicago to attend the annual meetings of the Audit Bureau of Circulations and the Inland Daily Press Association. The Bureau took several hundred of them to lunch in a downtown hotel and had Mr. Saylor tell them his story. Then they sat around the tables for three or four hours and discussed things more or less informally. It was rather a new idea in conventions, but not at all a bad one, as was evidenced by the great amount of added interest stirred up in the Bureau's activities.

Mr. Saylor related that when Canada Dry moved down into the States and he became president of the company, the controlling owners were very conservative in their attitude toward advertising. Finally he induced them to agree to invest \$50,000 in a year's effort to establish a market in New York City. Newspaper space was used to establish consumer appreciation of what the company believes to be a superior product but which was known only to a comparative few.

"And while we were stressing this point," he told the publishers,

"we also conveyed the thought that ginger ale was, or should be, something in all-the-year use. People get thirsty in the winter as well as in the summer. Our message in both respects got a ready and surprisingly large response.

"Our first care was to consolidate the New York market and from there we moved out to other sections with good results. What we learned during all this was that the first step in marketing a product is to obtain adequate distribution in a section and then jump in with an advertising program of sufficient size properly to support it. But before the advertising must come organization—building the selling machinery to care for the business which the advertising may be expected to produce."

## *Directors' Hesitation Gave Mr. Saylor a Thought*

The \$50,000 outlay brought such good results in the New York district that Mr. Saylor thought he had better work out a little farther West and capture some other markets which were apparently ready. For this purpose he recommended a \$250,000 outlay for the year, but this appeared to the directors of his company to be too much; they were frankly afraid of it. Their hesitation gave to him what proved to be a real thought. He suggested that if they did not believe in advertising sufficiently to approve that program they might sell to him control in the company; he was confident that he was headed in the right direction and was willing to risk every dollar he possessed. The sale was made, and Mr. Saylor bought his quarter of a million dollars' worth of newspaper space during the year.

"My experiences since then," he said, "have convinced me beyond all argument that newspapers collectively constitute a national medium. They have a very great op-

Oct. 3

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portunity in the way of serving organizations such as ours and I am going to be bold enough to make a few suggestions as to the way they can rise to it. In the large-sized newspapers of this day there has got to be strong competition between their numerous advertisers. This competition is just as strong on the advertising pages as it is in the selling field. Then, too, the advertisements have to compete in reader interest with the editorial features. Better grouping of advertisements is needed; more attention to typography and general appearance is essential.

"The newspapers can and should help us with the retailer. They can help by giving him better vision of what advertising actually is. A current magazine campaign run by N. W. Ayer & Son under the general head of 'Advertising Advertising' is a great service for business in general. The newspapers can, if they will, do a great work in the same direction."

#### "Organized Selling of Space"

With this sort of background, and with Mr. Saylor's reference to the need of helping manufacturers cultivate the retailer, the way was wide open for William A. Thomson, director of the bureau, to explain its working plan. This he described as being nothing more or less than "organized selling of newspaper space." The Bureau, he said, was substantially the small newspaper's promotion department and that it operated in a way to keep advertising in all classes of newspapers favorably before the thought of manufacturers all over the country.

W. E. Macfarlane, business manager of the Chicago *Tribune*, in supporting Mr. Thomson's presentation, declared that the bureau's function is an example of organized procedure for the good of all newspapers as against the old order of individualism. Answering Mr. Saylor's thought about advertising being forced to compete with editorial features, he emphasized the idea that reader interest after all is the force that makes advertising space really useful to the advertiser; hence it should be fostered

and promoted in the most ambitious way possible.

The convention was arranged by a committee consisting of Mr. Macfarlane; Don U. Bridge, advertising director, the *Indianapolis News*; Frank H. Burgess, publisher, the *La Crosse Tribune*; E. H. Harris, publisher, the *Richmond (Ind.) Palladium-Item*; W. H. Stockwell, president, Newspaper Representatives Association of Chicago and Walter A. Strong, publisher, the *Chicago Daily News*.

#### Shreveport Advertising Business Reorganized

Leon Booth, who formerly conducted a business as advertising counsel at Shreveport, La., under his own name, has incorporated as Leon Booth, Inc., Advertising. Dolph G. Frantz, secretary and editor of the *Shreveport Journal*, is president of the new corporation, and W. H. Johnson, president of the Tri-State Transit Company, is vice-president. Both officers will continue with their present positions.

Mr. Booth, who was formerly with the *Shreveport Times* and the *Shreveport Journal*, is secretary-treasurer as well as general manager of the company.

#### Crosley Radio Reports Gain

Net profits of the Crosley Radio Corporation, Cincinnati, for the half year ended June 30, amounted to \$745,780, after charges and Federal taxes, as compared with a net loss of \$128,172 for the corresponding six months of last year.

#### W. O. Richards with Z. L. Potter Agency

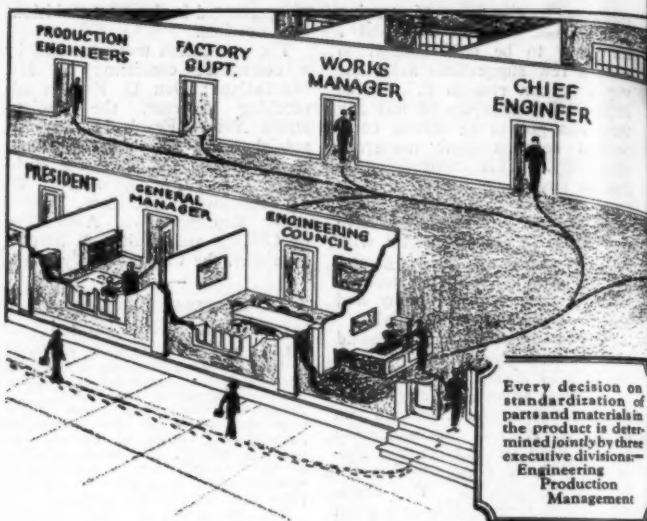
Wilbur O. Richards, formerly with the publicity department of the General Electric Company, has joined the staff of The Z. L. Potter Company, Syracuse, N. Y., advertising agency. He will specialize in technical advertising.

#### Joins Southwestern Bell Telephone

Norman Ulbright, formerly advertising manager of the East St. Louis & Suburban Railway and its affiliated companies, has joined the advertising department of the Southwestern Bell Telephone Company at St. Louis.

#### Eternit Account to Emery Agency

Eternit, Inc., St. Louis, manufacturer of asbestos cement products, has appointed the Emery Advertising Company, of that city, to direct its advertising account.



**Your Salesmen must talk to every one of these Executives**

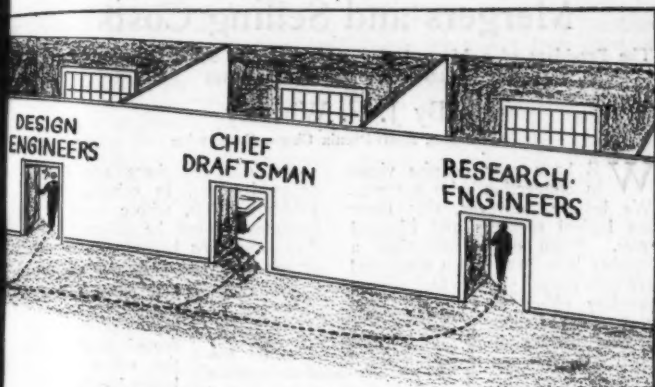
**THE** Six Billion Dollar annual purchases of parts and materials in the metal-working industries offer volume-order business to manufacturers cultivating it intensively.

—But, buying depends on the three functional divisions of Engineering, Production and Management, and all three *must be sold* to make sure of the orders.

**6 BILLION DOLLARS**  
of Parts and Materials are bought yearly in this great market

**..American Machinist..P**

Combined Circulation Saturating the Buying Authority of the Six Billion Dollar Market



**Engineering** Executives must be convinced of the desirability or superiority of your product from the design and application viewpoints.

**Production** has to work with your product—they must know how to manipulate it for results—they must be sold on its advantages.

**Management** must know the effect on costs and sales. Management must also be sold the stability of your company as a dependable source of supply for uniform quality and delivery as promised.

\* \* \* \*

To establish contact with the responsible departmental executives may take a salesman days or weeks in a single organization. Even then some may still be inaccessible to him.

The short cut to effective selling is the auxiliary salesmanship of dominant advertising in "American Machinist" and "Product Engineering" to establish pre-interview familiarity with your institution and your product's merits.



"American Machinist," through "unit-coverage" subscription building thoroughly penetrates the executive strata of management and production. "Product Engineering" covers the third dimension of Engineering.

Together these two publications present you the opportunity to saturate the Buying Authority of this tremendous market with the sales knowledge vital to interest-building and order-getting for what you have to sell.

**Write for Publishing Data**

McGraw-Hill Publishing Company, Inc.  
Tenth Avenue at Thirty-sixth Street, New York, N. Y.

**st..Product Engineering..**

ollar Market for Parts and Materials in the Metal Working Industry

# Mergers and Selling Costs

The President of a Merged Company Answers Some Questions on the Details of Sales Management

By J. F. Whitney

President, Kraft-Phenix Cheese Corporation

**W**E have very definite views in connection with mergers. We believe, however, that there are logical mergers and illogical ones. From our observation, a number have been taken place and are still taking place, which cannot possibly effect savings either in cost of production or cost of distribution, which is one way of expressing sales costs.

In our activities, so far as acquisitions, mergers, etc., are concerned, we have very closely studied all angles in connection with every move and even with this, we have not, in every case, always arrived at all of the advantages or some of the disadvantages in advance. Taken as a whole, we believe that every move has been sound and that as a result our situation has always been improved.

We have never approached any acquisition or merger with the idea that the savings would be immediate or in what could be considered a short space of time. There is always the question of personnel and of getting two opposing armies to pull together.

We are highly satisfied with our results along this line and believe that so far as a loyal, energetic, industrious personnel is concerned, we have as fine a food organization as there is in the country today.

Aside from the personnel, there are always duplications of operations—some in the producing end and some in the sales end. In

some instances there are owned properties and in others, leased properties, but, where owned, an economy cannot be effected until disposition has been made of one or the other, either in the form of a sale or of a profitable lease. Where a lease is involved, a saving cannot be effected until one or the other of the leases has been disposed of. In many cases we find that leases have one, two, three and even four and five years to run. In some instances they have been disposed of readily and others have been subleased at a sacrifice, and in still other cases subleased at a profit. All of this takes time, and only after these things have actually been ac-

complished are increased profits possible.

Having approached every acquisition or merger with this definitely in mind, we are able to say that we have, with the same number of these things actually sooner than we anticipated.

In our experience, there has been a reduction in the number of salesmen, but this, too, could not be hastily done. We had to weigh and pick the men carefully so as not to eliminate those who represented a definite value for the future expansion of the business.

Taking our picture as a whole, there has been no wholesale reduction in the staff. Rather, attention has been given to the concentration of our activities, the location of sales branches at new points

**O**NE of the reasons frequently used to explain the growth of mergers is that they reduce selling costs. Recently, the vice-president of a prominent insurance company asked Mr. Whitney to give some details demonstrating how this had worked out in his merged company. He inquired particularly concerning reduction in number of salesmen, improved routing, combination of sales offices and reduction of administrative overhead.

Mr. Whitney's reply is published here with his special permission.

and the allocation of salesmen as branch managers, where possible. All of this has resulted in increased volume of business at those points where this has been done. Of course, the location of a new sales branch depends upon the population that could be served at a saving in cost. This requires definite study, for we must know that the population is actually sufficient to effect a saving or an increased profit as well as increased business.

Our method has been to divide the company into divisions with a complete organization in each division. Sales branches become branches of the division. This has resulted in lessening the distance a salesman travels and consequently lessening the sales expense on a given volume of business. The same concentration has effected an increased volume for a given number of people within a certain radius.

#### ***More Volume But Not More Products***

We have found that salesmen increase their total volume rather than increase the number of products sold. We question a salesman's ability to increase the number of products sold unless he handles allied lines going largely to the same class of trade.

As an illustration: A salesman selling perishable products (which are handled more or less by distributors, with weekly and sometimes daily service to the retailer rather than wholesale grocers) is unable to take on a product whose sale is definitely through the wholesale grocer. Consequently, we have, in our acquisitions and mergers, clung pretty closely to allied products all the way through.

As to the better allocation of sales territories, this has been accomplished by reducing the size of territories and working them closer, and as a result increasing the volume within the territory.

We have shortened the distance of travel of salesmen, which, in a sense, means improved routing of salesmen and the divisions, with sales branches of divisions giving

local warehouse service, have improved warehousing facilities. Goods are moved from points of production directly to these branch warehouses and then distributed within their local radius of activity.

This has definitely meant combining of sales offices wherever there were two or a duplication in one place.

After sufficient time, reductions are effected in administrative overhead, but one cannot expect to acquire a business and immediately release those who have directed the efforts of that business for years and expect to retain all of the good-will that has been built up by that personnel. Consequently, the personnel must be retained under most conditions, and spread out into your branch offices and divisions. Better co-operation with salesmen is effected because the vice-president or some such chief officer is in charge of all sales activities.

Naturally, with divisions and sales branches within divisions, there will be division sales managers who are closely in contact with the chief officer in charge of sales and, in turn, the division sales managers are in close contact with the branch sales officers. Consequently there is complete executive official control and a representation of that functional official down through the divisions and branches.

As the result of concentration we have, with the same number of people, at least increased the volume of sales.

There is one other advantage which comes from the financial end of the business; from working through and absorbing these different interests all into one company. This is the matter of keeping money active as against the action of money in an individual company.

In most lines of business there are seasonal times when a certain amount of capital is required and there is a period of time when a considerable portion is idle. The personnel of any company can only work a given number of hours, but





**Chicago Elevated**  
**509 S. Franklin St.**



# IODENT

WELCOMES YOU AT EVERY  
ELEVATED STEP IN CHICAGO

**I**ODENT welcomes you at every Elevated Step in Chicago and reminds you of the unusual success that this high quality, quick-selling tooth paste has achieved in the difficult Chicago market.

Back in 1922 when Iodent started to tell its story to the million daily "L" riders, it ranked twenty-second in sales out of the twenty-six dentifrices then in the market.

In seven short years, using only Transportation advertising, Iodent has climbed to third among the best sellers in Chicago. Positive proof of the high merit of the product and the effectiveness of the advertising medium.

Now, Iodent is entering a new ten-year advertising campaign on the Elevated to win a welcome for its product in more thousands of Chicago homes.

Here is an indication of what Elevated Advertising can do for your product. We suggest that you get all the facts before arranging your 1930 program.

**d Advertising Co.**  
**St. ♦♦♦♦ Chicago, Ill.**

the money, if properly controlled, and kept in motion, can work perpetually. We feel confident that we have made our dollars work more effectively and show an improvement in earning power by the control which has resulted from the acquiring and merging that we have done to date.

We have also found definite savings and economies as the result of merging or acquiring other businesses so far as expenditures for advertising are concerned. There are certain expenses in connection with this kind of activity that have to be borne in the same proportions, regardless of the size of the appropriation and where these expenditures of two or more companies have been put together it is found that it is possible to do a better job in most cases with less than the combined appropriations, because of the better allocation of space or lineage and the possibility for more efficient use of art work and drawings incidental to all good advertising.

### Death of C. M. Higgins

Charles M. Higgins, head of Charles M. Higgins & Company, Brooklyn, N. Y., manufacturers of writing and drawing inks, died recently at that city. He was seventy-five years old. He is survived by a son, Tracy Higgins, who is general manager in charge of advertising and sales of the Higgins company.

### M. J. Abbott Joins Dauchy Agency

M. J. Abbott, formerly vice-president of Street & Finney, Inc., New York advertising agency, has joined the Dauchy Company, advertising agency of that city as an account executive.

### Death of K. P. Connell

Kenneth P. Connell, general manager at New Orleans, for the General Outdoor Advertising Company, died recently at that city. He was thirty-nine years old. Mr. Connell had been engaged in outdoor advertising work for the last fifteen years.

### J. B. Spaulding with Charles G. Lyman, Inc.

James B. Spaulding, sales and advertising counselor, is now associated with Charles G. Lyman, Inc., Rochester, N. Y., merchandising firm.

### Increase in Wooden Box Business Credited to Advertising

Manufacturers of nailed wooden boxes have shown a steady increase in business during the last three years, Paul L. Grady, secretary-treasurer of the National Association of Wooden Box Manufacturers reported at the thirtieth annual convention of that organization held recently at New York. "Considerable credit for this increase," he stated, "must be given to the advertising and trade extension campaign of the association." Business in 1928 was 15 per cent ahead of 1926 and 7 per cent more than that of 1927 he reported.

### B. D. Adams to Direct Detroit Aircraft Advertising

B. D. Adams, formerly in charge of sales and advertising of the Ryan Aircraft division, has been appointed advertising director and assistant general sales manager of the Detroit Aircraft Corporation. An advertising campaign is planned, to be supervised by a committee composed of Mr. Adams, L. J. Robinson, general sales manager, and Pat Murphy, in charge of sales promotion.

### H. O. Simmons, Advertising Manager, Bowey's, Inc.

Herbert O. Simmons, formerly on the advertising staff of the Chicago *Daily News* and, at one time, assistant sales manager of the Gage Printing Company, Battle Creek, Mich., has been appointed advertising manager of Bowey's, Inc., Chicago, chocolate products, fruits, flavors concentrates, syrups and colors.

### Lawrence Raymond with Los Angeles Agency

Lawrence Raymond is now with the California Advertising Agency, Los Angeles, as contact and production manager. He was formerly with the Southern California Gas Company, of that city, as advertising manager and has also been with the Farrar Company, Los Angeles.

### A. W. Kimball, General Manager, United-Carr

A. W. Kimball, formerly president of the Cinch Manufacturing Corporation, Chicago, has been appointed general manager in charge of operation of the plants of the United-Carr Fastener Corporation, of which the Cinch company is a subsidiary.

### General Box Appoints Ferry-Hanly Agency

The General Box Company, Chicago, has appointed the Ferry-Hanly Advertising Company, Inc., to direct its entire advertising account. Magazines and business publications will be used.

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## WOODEN INDIANS

Remember the old wooden Indians that used to pose in front of every cigar store? We saw one the other day—all painted up and no place to go.

Doesn't some direct-mail advertising remind you of wooden Indians? All dressed up with no particular object in view except to look as nice as possible for the money.

That kind of direct-mail is built from the top down. It makes a brave showing but sells neither merchandise nor good will. The sales-message is bent, twisted and moulded to fit a pretty art arrangement and typographic layout until it has lost most of its resemblance to advertising and is just P. I. P.\*

Goldmann Minimum Overhead Direct-Mail Advertising is built from the bottom up—on a foundation of sound merchandising, and a dynamic salesmanship that would galvanize even a wooden Indian into action.

\*Paper, Ink, and Presswork

*Isaac Goldmann Company*

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST

NEW YORK, N.Y.

TELEPHONE

WORTH 6080

WHEN COMPETITION

# Use OFFSET LITHOGRAPHY

*I*F COMPETITION is keen in your industry—beauty of design influences the prospective choice—use OFFSET Lithography to present your product in its naturalness. ¶ By OFFSET Lithography you can project the color charm of your merchandise into thousands of homes, you can focus it upon the undivided attention of thousands of buyers. ¶ Where color is concerned—there is no substitute for OFFSET Lithography.

## Call in an OFFSET Salesman

He has some interesting samples and suggestions worth consideration. Phone the lithographer nearest you.

Published in the interests of more effective advertising  
by the Harris-Seybold-Potter Co., Cleveland, Ohio,  
manufacturers of . . .

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offset presses

**POTTER**  
offset presses

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**Lithography**  
*Advertising that follows through to sales*

ART SUBJECT FROM THE OFFSET PIECE WHICH WON  
THE 500 INTERNATIONAL DIRECT MAIL TROPHY,  
COURTESY OF THE SPARKS-WITHINGTON COMPANY  
AND BROOKE SMITH & FRENCH, INC.

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## Which Are Your "BEST STATES" In The South?

"Virginias-Carolinas"? . . . . . "Mississippi  
Valley"? . . . . . "Southeast"? . . . . .

In all these geographical sub-divisions  
(and in the South) SOUTHERN  
RURALIST is FIRST among sectional  
farm papers in paid circulation.

CIRCULATION GUARANTEE

**650,000** A. B. C.

100% Net Paid, No Arrears, No Bulk

Rate \$3.50 per line

## SOUTHERN RURALIST

*Serves Every Interest of the Farm Home*

**ATLANTA, GEORGIA**

*National Advertising Representatives:*

**E. KATZ SPECIAL ADVERTISING AGENCY**

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# Is Your Product Being Boiled by Economic Changes?

Wise Manufacturers Are Closely Watching Underlying Trends in Marketing

By William J. Reilly, Ph.D.

Director of Research, The Erickson Company

YOU can take a frog at the prime of life, put him in a pan of water at room temperature, gradually increase the temperature of that water to the boiling point, and Mr. Frog will not jump out. Without being aware that a change is taking place, he will gradually be lulled into unconsciousness—boiled!

Somewhat the same phenomenon discloses itself today in the economic world. Underlying tendencies are slowly, insensibly revolutionizing the whole field of marketing. Women have changed their attitude toward housework—home baking—the family diet—the quantities in which food is bought. There's the tendency to "eat out more," to buy

more prepared foods. The sale of some food products is shifting from one class of store to another; the sale of other food products is spreading so that new classes of dealers are being added to the old. We find food combines among retailers and manufacturers, integration in the food business an increasing number of substitutes. Chain stores and instalment plans have swept aside old buying habits. We are addressed more frankly on such subjects as dandruff, halitosis and personal hygiene. The automobile and good roads have increased our trading radius so that now it includes a larger number of cities. Movies, magazines, newspapers,

radios, rising standards of living, increased leisure and social life have all conspired to develop a high degree of style sensitivity.

On the retail stage the old "leads" are gone. New actors are playing the leading parts. It's no longer a question of the manufacturer educating the

retailer. The manufacturer is having a tough time trying to keep up with the retailer. Take the food business. Probably one-third of the grocery business is handled by chains; another third by voluntary chains of independents; about one-tenth by quality independent stores. They all "know their groceries." Manufacturers are learning this slowly. In trying to sell chains

**WE all know that "things aren't what they used to be" but do we all know how changing habits, customs, styles, trends, etc., have affected our markets? There are a number of basic tendencies that have been working under the surface so slowly that many manufacturers are still operating their businesses as they used to, unaware of changes that vitally affect the markets for their products.**

**In this article Mr. Reilly suggests a technique for discovering these underlying tendencies.**

and voluntary chains they are learning the exacting sales tests required by these modern retailing organizations. Let a manufacturer try to get a new product into chain stores without "proving it out."

A similar situation holds in the drug business. Then, too, department stores have formed research groups such as the Research Bureau for Retail Training and the Retail Research Association. The National Retail Dry Goods Association has its Controllers' Congress and various sectional research groups. Some department stores even have their own product-testing laboratories. Chains of stores, such as J. C. Penney, Montgomery Ward, Sears, Roebuck and W. T.

Grant, have become real leaders.

Manufacturers will have to do their darnedest to "keep up" with modern retailing. A few years ago the manufacturer led the parade. Consumers took what they got. Retailers were "educated" to give it to them. It's different now. The consumer leads the parade. Wide-awake retailing organizations close to the consumer are keeping up pretty well. The manufacturers who are dragging don't seem to know it. In fact, most of them are still trying to "educate" the retailer. A few manufacturers, however, are beginning to "watch the consumer" and "listen to the retailer."

The basic tendencies that led to the present situation have been operating underneath the surface for some time. These trends are sometimes difficult to grasp—even more difficult to define. Evidences of them are all about us. But a market manager usually has so many immediate problems in his mind that he is apt to overlook the study of the more basic tendencies which affect the sale of his product. For instance, if a company is using three or four advertising, sales, merchandising or distribution methods to accomplish the same purpose, the investigator is inclined to study the relative worth of these several methods. Such studies obviously are useful. But it might be well to find out first where the company is located in the stream of consumer tendencies which affect the sale of the product. The market executive should concern himself with discovering the *nature* of sales resistance before turning to the relative value of different methods for breaking down that resistance. For although a study may show which methods appear to be the better ones for accomplishing a market objective, a study of long-range tendencies which affect the sale of the product may show that market policies or objectives must be revised and that the company has been butting its head against an economic stone wall.

For example, the sale of a certain product, let us call it Alto,

slumped and the most important consumer objection was that "the price is too high." What did they mean? "Too high" for what? Did they object that Alto cost 50 cents? Not necessarily. They *really* meant that they did not like to pay 50 cents when they could get another brand that served their purpose as well, or almost as well, for 35 cents. In other words, it was the *price difference* between Alto and competing brands to which housewives objected.

After examining over a period of years the sales of Alto and the price variation of Alto in comparison with competing brands, the manufacturer found, (1) during those months when the difference between the price of Alto and the price of competing brands was greatest, the sale of Alto suffered most, and (2) during those months when the difference between the price of Alto and the price of competing brands was least Alto enjoyed its largest gain in sales.

The final step in this study was to discover that point at which the price difference between Alto and competing brands became critical; i. e., that point beyond which the price difference could not go if a satisfactory volume was to be expected.

#### *Average Price Now Higher*

The old policy of a fixed level price to dealers the year around was thrown overboard. Thereafter the price to the dealer was raised or lowered so that in turn the price to the consumer could keep in step with the critical price difference. Under this plan the *average* price received by the manufacturer for Alto over a period of years has been higher than it would have been under the old level price policy.

Because these underlying trends which deeply affect the sale of a product are often elusive and difficult to get hold of, the following technique is suggested for discovering vital tendencies.

*Securing Unrecorded Observations from Marketing Organizations.* Experienced members of the marketing organization have a

*Announcing*

*Gordon S. Broholm*

recently representing Iowa Homestead and Wisconsin Agriculturist and Farmer in the Middle West with headquarters in Detroit, has joined The Farm Journal Advertising Staff—headquarters in our Chicago Office Tribune Tower.

P. E. WARD, *President*

NATIONAL  
**The Farm Journal**

Washington Square, Philadelphia

favorable opportunity to observe the effects of vital long-range trends. By asking them some such question as, "Can you think of any change that has come over the dealer or the consumer within the last ten years that has affected the sale of our product?" the market manager is usually able to build up a list of possible significant tendencies. Of course, in a large number of cases, members of the advertising or sales department merely express an opinion that certain tendencies may have affected the sale of the product. While a full expression of ideas should be encouraged, yet each opinion should be considered only as an expression of a suspicion. Quite obviously, therefore, such information should be subjected to closer examination in an attempt to discover whether or not any particular named tendency has actually produced any appreciable effect, and in case it has, to measure the extent to which the sale of the product has been affected.

*Securing Product Uses from Consumers.* An examination of the history of the consumer's use of a product may reveal tendencies that cannot easily be discovered from any other source. If a careful record is kept of some regular users of a product (i. e., a record of how they buy the product, quantities in which they buy, when and where they buy), and if these records are checked up every two or three years, the market manager will probably discover some significant tendencies in buying habits and product uses. In addition, he will get a measure of the turnover among regular users of the product, i. e., whether a consumer uses the product for a short time and then discontinues it or changes to some other brand, or whether the regular customer continues to use the product to the exclusion of all other brands year in and year out. Further study among regular users over a period of years may reveal that the use of the product may either be spreading so as to include new classes of consumers or be contracting so that its use is confined to fewer classes than in the past.

*Securing Sales Information from Retailers.* A third source which may be used in an attempt to uncover significant tendencies is the retailer. It may well be, for example, that some classes of retailers are selling less per unit store than they did five years ago, whereas other classes are now selling more per unit. The sale of the product per unit store may be increasing in chain stores and decreasing in independent stores which would indicate a growth of chain-store influence in the sale of the product. Or an examination of retail outlets may show that sales have been dropping off in small-town outlets and have been steadily increasing in larger-city outlets. There may be a significant trend toward the purchase of that product in larger markets. For instance, at present there is such a tendency in the buying of almost all kinds of style goods. The recent emphasis upon style, the growing consumer demand for fuller lines and wider selections, the increasing trading radius of the consumer, the development of highways and automobile transportation, are largely responsible for this tendency.

Other changes no less important but far more subtle affect the sale of many products today. It is wise to keep in touch with the temperature of these changes—for, like the frog, some of us may be getting boiled without knowing it.

### Aesop Glim Has Courage

THE KLEFFNER COMPANY, INC.  
NEW YORK, OCT. 12, 1929.

*Editor of PRINTERS' INK:*

I like your articles by Aesop Glim. He has the courage to deal with those principles which are just as valuable for the experienced man to review as they are for the beginner to understand.

Keep them up.

OTTO KLEFFNER.

### Du Pont Company Shows Gain

The net income of E. I. du Pont de Nemours & Company, Wilmington, Del., for the three months ended September 30, amounted to \$20,029,831, after charges and Federal taxes, as compared with \$19,581,897, for the corresponding period of last year. The net income of the du Pont company for the nine months ended September 30, amounted to \$61,566,243, as against \$52,278,679, for the first nine months of 1928.

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# Kenyon and Eckhardt

INCORPORATED

*Successor*

*to the advertising accounts of*

Ray D. Lillibridge Incorporated

After Nov. 1, 1929 at 247 Park Avenue . . . Tel. WICKersham 3920

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JAMES GORDON BENNETT

*Advertising Radical*

How few advertising men of today appreciate the influence James Gordon Bennett, Senior, had on American advertising. A paragraph from Don C. Seitz's book on the Bennetts, father and son, illumines the subject:

"When the *Herald* was twelve years old, in 1847, it was the greatest advertising medium in the United States. Its contemporaries carried lifeless announcements, dull cards, published by the year and musty in their inefficiency. The *Herald* did the people's business. Up to the year noted it had suffered no advertisement to run or to be charged for more than two weeks. January 1, 1848,

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**PAGE TWO**

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a new rule went into effect. No announcement would be accepted for more than one insertion. It had to be paid for cash down. Thereafter the *Herald* kept no books and its advertising columns took on the aspect of news. All cuts and display disappeared at the same time. Each advertiser was compelled to dress in the same garb as his neighbor."

This drastic policy of Bennett's had two effects. It brought up the subject of advertising every day in the advertiser's mind, and reminded him that he was paying good money for advertising space, which led to his taking thought as to what he would say in his advertisements, instead of preparing a single piece of copy and letting it run unchanged for years. And the uniformity of set-up made it necessary for him to *say* something different if his advertisement was to be different in any way from his neighbor's.

Who can say how much Bennett's radical ideas had to do with developing the modern American style of advertising—fresh, crisp and newsy?

### In Praise of Self-Stopppers

A PITTSBURGH business man, referring to one of his associates, remarked that "he is a self-starter and a self-stopper, and the latter quality is almost as rare as the former."

He went on to explain that this man had, in the past twenty or twenty-five years, started a number of major projects for his company, most of which had been successful; but that in the cases where failure threatened he had had the common-sense and courage to stop them himself before too much time and money and organization energy had been wasted.

\* \* \*

Self-stoppers are needed in every business: men who, while capable of pouring their energy and enthusiasm into a new plan or project, are also capable of keeping a perspective and calling a halt before Failure collects its last penny of tribute.



## PAGE THREE

## THE INDIA EXPERIENCE



INDIA hangs like a ripe fruit for travellers with a taste for real travel... spacious sleepers... private baths and kitchens... the right to stop off or go on in your own private pullmans... European hotels... the servants that a Sahib expects and gets... In just such comfort you can go from the temples of Madras to the gymkhana at Darjeeling... from the gorgeous shores of Vijaynagar to the dramatic snow scenes at Shimla... see bathing Ghats... smiling villages... watch polo up Delhi way... All the contrasts from the Taj Mahal at Agra to the Kolhar gold fields above Madras... You've done Brinsford... why not do the Punjab? It's just as easy. Regular weekly steamers. Bookless, complete tour service by Indian State Railways, 543 Madison Avenue, New York. Or, consult principal tourist agencies (any office) or your own agent. Freight inquiry also solicited.

# India

*To make travel appealing, paint it as romance. But, you must also put style in the picture—that quality which makes the romance "of today." The current advertising campaign for the Indian State Railways, a Kenyon and Eckhardt client, has both romance and style... and the feel of India besides.*

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PAGE FOUR

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### Product-Research

**T**HE newspapers recently carried the story of a Chicago University student who has been making tests to determine the amount of energy used by women in running a vacuum cleaner.

"It is not hard to find the amount of electricity it takes to run a cleaner, but how much energy is demanded from the woman behind the cleaner?" this research student asked.

This test was hailed by the newspapers as a new scientific conception—the measurement of human-energy cost in cleaning. It is a scientific conception, but it is not particularly new. Several years ago—1925 to be exact—in doing research work for the Hoover Company, we conducted a long series of laboratory tests to develop this identical information, and to secure a great deal of other scientific data in connection with the process of cleaning.

We recommend this type of scientific work. An appropriation of a few hundred or thousand dollars as a special product-research fund, in the interest of advertising and selling, would in many cases furnish material and facts and ideas that would add considerably to the effectiveness of every dollar of the formal advertising appropriation.

### Dissatisfied or Unsatisfied

**I**F you are either dissatisfied or unsatisfied with the service you are getting from your present advertising agency, we should like to tell you about the Kenyon and Eckhardt way of advertising.

13-6135-6

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## Kenyon and Eckhardt

I N C O R P O R A T E D

*Advertising*

247 PARK AVENUE, NEW YORK

# Institution Salesmanship

How Some Salesmen Are Getting Business Off the Beaten Path

By A. H. Deute

General Manager, The Billings & Spencer Company

THERE is nothing else in selling which so thrills the salesman or the sales manager as uncovering a heretofore untouched field. It has all the satisfaction which attends the fisherman who finds a hole which has in the past escaped his search or the miner who finds a pocket rich in gold-bearing ore. This is especially interesting when it occurs in a location which has formerly been regarded as decidedly barren.

Such a "pocket" came to light the other day for a food manufacturer who at one time was a wholesale grocery salesman. Recently one of his men came to him with the idea of calling on the score or more colleges in his territory—colleges which possess dormitories and dining halls.

"Don't waste your time," the manufacturer explained to his new salesman. "I bucked up against that sort of trade for years. We used to get rid of all of our odds and ends and job-lots to those schools and colleges. A lot of graft and no future in that type of business."

The manufacturer was visualizing the purchasing departments of college dining halls as they existed many years ago. The new salesman, though, had a sister who was the dietician in one sizable dining hall. And he knew that in this day and age price itself is about the last thing which the institutional buyer considers.

While price, of course, governs, it is price based on laboratory test. How much actual food value is there in a pound tin of the particular brand of salmon which is being offered? How many calories will the nutrition expert be able to get for a given number of dollars?

The present-day institutional buyer is not opposed to bargains or shopping around but the buying is done along the lines of an exact

science. Therein lies the difference between selling the institution of twenty-five years ago and doing the same job today.

No longer is the school, camp, commissary, hospital or State institution a handy place to dump job-lots at a price. The reform has not been necessarily moral, but a business reform. Those responsible for the welfare and the health of the men and women in their care have learned that it is good business to buy food scientifically and they are in position to surround all their buying with safeguards as yet unknown in the great majority of homes.

## Worthless "Entering Wedges"

A salesman selling a certain type of fresh fish in package form was anxious to get business from a large State institution feeding hundreds of people. He provided himself with several letters to prominent officials of the institution. He had a letter of introduction to the buyer from one of the trustees of that institution. Armed with all of these "entering wedges" he called on the buyer. Said buyer merely glanced over the documents handed him.

"That's all right," he said. "You didn't have to go to all that bother. I'm not being asked to buy those people, am I?"

"Let's see what you have to sell me. That's all I'm here for."

The salesman launched into his talk and the buyer cut him short: "Sure, that's fine. Maybe just what we want. Been looking for fish in more convenient form for a long time. Too much waste handling fish the old way. Now just send me a testing sample and leave your prices with me."

The salesman tried to get an order for one day—say next Friday.

"Not a chance," the buyer interrupted. "Got to put it through the

# Two "BLIND SPOTS"

in many

**GROCERY MANUFACTURERS'**  
1930 advertising plans are CON-  
SUMER APPEAL AT THE POINT-OF-  
PURCHASE IN THE CHAINS, and  
the DEALER HELP ANGLE involving  
CHAIN STORE CLERKS.

In many markets your Independent  
Retail Outlets may be top-heavy  
with attention from your specialty  
men and advertising crews  
while YOUR CHAIN OUTLETS  
CANNOT EVEN BE TOUCHED  
BY THESE.

It's a complicated problem. A  
very, very complicated  
problem.

● THE ADSEALIT MEDIUM is the SOLUTION — nationally, sectionally, locally or in the individual chain. Why this is true is, in turn, too complicated to detail here, but the basic fact is: THIS MEDIUM, YEAR AFTER YEAR, FILLS THE GAP FOR MANY OF AMERICA'S GREATEST FOOD ADVERTISERS.

● ● The real Consumer receives your message at the POINT-of-PURCHASE from the clerk himself. It shows as a "Personal Billboard," in color; reproducing your general Consumer advertising done outside the store. This "Personal Billboard" is used by the clerk for the purpose of sealing various packages which he hands the house-wife across the counter. DOMINANCE—your message stands alone, riveting the Consumer's attention and carried into her home. Nothing to detract from it—"Preferred space" in the extreme—No "color competition."

● ● In this way this tried and proven medium reaches approximately 8,000,000 selected grocery buyers DAILY, through the hands of over 107,000 clerks in the 43,000 grocery chain stores of The Adsealit System. Or it reaches WHATEVER PART of these Consumers and clerks you choose—WHENEVER you wish. ● ● FLEXIBLE COVERAGE WITHOUT WASTE, and OPPORTUNE SUPPORT through chosen Outlets in The Adsealit System, comprising the greatest volume grocery distributors in the World.

## THE ADSEALIT CORPORATION

New York Central Building, 230 Park Avenue  
NEW YORK

CHICAGO  
6 North Michigan Avenue

SAN FRANCISCO  
863 Fillmore Street

testing kitchen first. Got an expert here now. She can tell you things about that fish that the fish itself didn't even know. I'll send the samples to her and the next day she'll tell me there are so and so many brain cells per dollar in your fish and we can or can't buy it. And that's that.

"No, you needn't see her now. She doesn't care so much about knowing you—she wants to know your fish."

A week later there came a note from the buyer for the salesman to call and meet the nutrition expert. She had tried the sample and was interested. She asked for facts and figures. She seemed satisfied and indicated that an order would be forthcoming.

That was months ago. There has been a weekly order ever since. At intervals the salesman calls on the buyer. There are odds and ends to clear up having to do with the general service and this and that. The buyer assures him that the food expert is busy on a variety of things; that she really doesn't care to see him unless he has something new to submit; that every now and then she will be checking up on the fish as it comes. All in all, it seems like a most desirable account, to be held on the basis of quality and service with the price being right. And there is no danger of being "scooped" by a rival fish concern which may have a job-lot to dump at an "attractive" price.

#### **No More Black Cigars**

Selling to institutions today is an undertaking diametrically opposite to what it was years ago. The big black cigar, the occasional suit of clothes or the wild party at a neighboring town—those things are taboo and off the list. The boss himself can't use the local boarding school or hospital or insane asylum as a convenient spot in which to get out from under on questionables.

Recently I was talking to a young physician connected with the commissary department of an institution. "With your buying done so scientifically," I said to him, "it doesn't make much difference

whether a brand is in bulk or in package, advertised or not advertised, does it?"

"Well, yes and no," he replied. "I know what you're driving at. But consider this: We have two nutrition experts in our department. They are young women who are highly interested in their work. There isn't a week when they don't clip all sorts of advertisements out of various women's magazines and write for samples. They are especially interested in new things coming on to the market. They do not wait for a salesman to call if the news about the article interests them. You'd be surprised how often they ask the purchasing agent to get further information on one thing or another. They get a certain satisfaction out of digging up new things and it is a real triumph when they can produce a properly balanced meal of the right food value at a saving of even a little. That is really their job."

"What is the future of a brand, once it is on your list?" I asked a buyer for an institution. "If the laboratory is the whole thing, then it's a case of being in today and out tomorrow, isn't it?"

"Not at all," was the reply. "In fact there is less changing than there might have been in times past because once an article is accepted by our nutrition department and included in our regular purchases, it is about the same as when a chain-store purchasing department puts an article on its merchandise list. It takes more than price to get on the list, but for the same reason, merely somebody coming along with a lower price does not, of necessity, chase one off the list."

"Does advertising behind a product carry any weight?"

"Just advertising a product is not enough in our case, any more than it is in any other market. But our experts are only human and the news about a new product or the advertising which tells of new and added uses of an old time product mean as much to them as to anybody else. One might say though that advertising, to reach the scientific buyer, must be informative rather than sensational.

Cleverness should give way to definite information."

"What are the outstanding qualifications which make for good salesmen in selling the institutional field?" I asked a man who does the buying for one of the large commissaries.

"Complete knowledge of his product," he said, "and of competitive products, but most particularly understanding the product and its uses from the buyer's viewpoint. The scientifically trained nutrition expert looks upon the sales representative not as a high-pressure sales expert but as somebody from the manufacturer who can supply helpful information. This type of selling is probably much more impersonal than the old time persuasive type. The type of salesman who says he can 'sell anything to anybody' does not get far in this field. On the other hand, the well educated young man or woman who can talk the same language as the dietitian finds it easy to go into minute detail. In brief, it is salesmanship which depends upon much more definite knowledge of the product than was once deemed necessary."

Oftentimes it is hard for the salesman trained in selling jobbers and retailers to adapt himself to institutional selling. The difference, however, is clear cut and well defined. In the case of wholesaler and retailer, the outstanding thought is: "Will it sell quickly and how much profit can I make on the turnover?" In the field of institutional selling the question is: "How much food value—how many calories—how many vitamins—how will the product fit in with our general food problem?"

In the former case, the product is to be resold. In the latter it is to be used by the buyers.

A Y. M. C. A. camp secretary explained it nicely: "Coal used to be bought by the ton. No more now though. Now we buy coal by heat units. Canned goods used to be bought by the case. Now we buy by food units. But we go beyond food units. It becomes a matter of combining and blending food units to make the balanced diet."

It is not only in the food field that this scientific buying is going on. It reaches over into furniture, rugs, laundry supplies, plumbing supplies, paints, linens, machinery and equipment—in fact, all the hundred and one articles which are required in the running of hospitals, schools, Federal and State institutions, convents, steamship lines, railroad commissaries, mining camp commissaries, construction camp commissaries.

One of the most interesting selling jobs in connection with this general type of selling is that of selling tools—wrenches, hammers and so on for use in the various shops, camps and so on. This type of business not only runs into interesting volume, but the selling is done on highly technical lines.

Here is the opportunity for the graduate mechanical engineer who finds after a few years in actual work that he inclines toward being a salesman.

### Tool Itself Doesn't Count

A mechanical engineer who is now a salesman in that field explains that the tool itself means nothing—that what counts is what can be done with the tool. The selling must be done with a metalurgist on the other side of the table who depends upon technical equipment to prove or disprove the claims which the salesman makes. After the quality is thus established, then there comes the opportunity to point out the engineering advantages which accrue through the actual design of the product. Details, which to the salesman who sells the general wholesale and retail trade would seem trivial, are of utmost importance in this type of selling.

And when all this is accomplished, this type of salesman, calling on this type of buyer, has an entirely separate job to do. He must satisfy the financial management of the buyer's company that his house is not only willing but able to produce under its contract. Oftentimes, producing up to such contracts takes months and months and requires hundreds of thousands of dollars. The buyer not only depends upon definite delivery of

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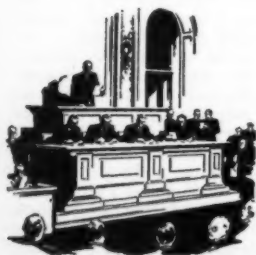
# SUPREME AUTHORITY

**49** GOVERNMENTS—the Federal Government and the governments of the 48 states, are expending by far the major part of their labor *in the service and regulation of business.*

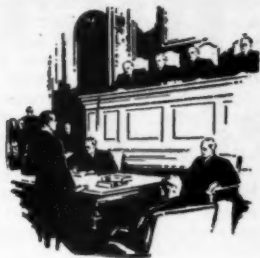
What they do is of primary moment to business. Theirs is a sovereign power, a supreme authority in the various spheres of their activity. Business must know—and must conform.

Beyond the Federal news of The United States Daily, business men now have through the new State News of The United States Daily, a prompt and accurate record of government activities within their states—and within other states where the actions taken govern their business.

And so, The United States Daily, reporting the work of government becomes itself a supreme authority.







**O**ut of the supreme authority of The United States Daily, it exerts a supreme advertising force.

The United States Daily reaches 34,000 important leaders of business with the action value and immediacy of the daily newspaper—and carries beside an association with the force and authority that government carries to business. It is "must" reading to those business men whose decisions must be made in the light of those other decisions made by the powers of government.

Here is a publication which penetrates the consciousness of its audience with a power, a finality and an ultimate authority that is born not alone of its own publishing excellence, but rises out of the dignity and majesty of government in America.

**The United States Daily**  
WASHINGTON

his order, but would be seriously embarrassed did anything occur to hinder delivery. And so this type of salesman, selling this institutional type of trade, must be not only a technical man with sales ability, but able to sit down with the company's treasurer and talk intelligently about the ins and outs of the balance sheet.

An acquaintance of mine does the buying for construction camps—camps made of men who build railroads, irrigation projects and that sort of thing.

### *Watching Racial Diets*

"One of the things we must keep in mind," he said, "is the nationality of the laborers. The same assortment of food will not do for a camp of Mexican labor, and for a camp made up of Bulgarians or Hungarians. The buyer these days must be a student not only of food values but of racial appetites. And very often indeed the salesman who comes armed with facts and figures showing how his product appeals to a certain racial group can jump many a hurdle.

"For instance, I was in the market for a quantity of beans. A salesman called and told me he had a consignment of Pinto beans—and that they were exactly the right kind of beans for Mexican camp consumption. I ascertained that this was so and we bought the lot, in spite of the fact that another type of bean could have been secured for a little less. But it seems that a thousand Mexican laborers will do more and better work on a diet of Pinto beans than any other single kind of bean. For the same reason, it pays to keep a camp of Italians well supplied with garlic, but the same bulb crop sent to a camp of Irishmen would probably create war."

There is no special secret to developing institutional business except that two things are necessary: First, it is only good business to make a survey and prepare lists of the institutions in the territory to be worked and classify them—hospitals, steamship lines, railroads, schools and convents, and so on.

The second step is to have a specially trained salesman for this

type of selling. Just as often as not, the quickest and easiest way is to select a man who is not a salesman at all, but who does have a thorough working knowledge of the product and its uses.

"How many prospects does a salesman need in order to give himself a paying territory?" I asked one of these institutional salesmen.

"That's a broad question," he replied. "But if I were to drop into a new city, looking for that sort of job, and I found that there were forty to fifty real prospective buyers at hand, I'd be inclined to undertake it. It depends, of course, on the line. A man selling plumbing supplies would need more prospects to call on than a man selling a rather broad line of food products. Another way to look at it is this: You can make about fifty first-class calls a week on this sort of trade. If you have something which repeats rather steadily, a call a week may be advisable."

"What sort of advertising helps you most?" I asked one of these men.

"Advertising that goes into details as to the use of the product—the economy of the product and the inside value of the product. This type of buyer takes a much more intelligent view of advertising than the general public. These buyers read anything about a product that goes into facts and figures. Advertising that the general buyer might regard as inconceivably dull will be devoured eagerly by this type of buyer. On the other hand, pretty pictures, catchy phrases and sensational statements will get no place at all. Any sort of advertising which the scientific or technical expert can construe as an insult to his intelligence will do the product more harm than good.

"When you keep in mind that informative advertising of any nature will not only be read but studied by this type of buyer because that is his business, it really makes the advertising problem much simpler."

Here, then, is an interesting field to develop. It is a well-defined field which can easily be isolated and from which results can be readily checked.



# Steam Shovels

If, in the insidious parlance of the street car cards, you have stopped to read this advertisement about steam shovels, others will read your message about Cast Iron Pipe, Gas Tanks, or Mogul Locomotives, if set in appropriate

## LUDLOW Ultra-Modern Bold

The Ludlow Typograph Company makes types and a new system of setting them. It is the most economical way of setting advertising matter known today. It is the first important development in hand composition since the time of Gutenberg. Write for particulars.

### LUDLOW

**TYPOGRAPH COMPANY**

2032 Clybourn Avenue, Chicago, Ill.



4

MAGAZINES  
FOR A MARKET  
YOU HAVEN'T  
REACHED  
BEFORE . . . .



## FOUR NEW MAGAZINES

Your message can now reach the customers represented in the 10,000,000 daily shopping average at Woolworth Stores!—ten million of housekeeping, homemaking women.

They are—mostly—from America's wage-earning families, a hitherto neglected cross-section of America's daily purchasing power, ready for your message about food, or clothes, or insurance, or automobiles—or anything that the prosperous wage-earning family of today can well afford!

In Tower Magazines no highfaluting editorial content makes a dead issue of the pages. Tower Magazines will be pictorial, lively, sparkling. They will not high-hat the average housewife, nor will they underestimate her intelligence nor offend her good taste. The editors are seeking to make these magazines interesting and helpful to the average housewife, and therefore more valuable to the advertiser of anything for everyday living, for homes, for children, for husbands, for happiness.

Tower Magazines believe that they have a new field to reach and interest—they believe that the advertisers who seek the support of the masses will agree with them on this—and take advantage of vehicles specially designed and built to engage the interest and support of America's millions.

Many national advertisers—without solicitation—have seen the new market possibilities and have bought for 1930. We shall be happy to give any information asked.

Closing dates, color, November 9th; black and white, November 12th.

We can't tell you anything about circulation yet. Our print order was 1,200,000 copies—our guarantee, 1,000,000. Watch Printers' Ink for early reports of circulation.

## TOWER MAGAZINES

INCORPORATED

WOOLWORTH BUILDING

NEW YORK CITY

35 EAST WACKER DRIVE, CHICAGO, ILL.

## Is There Buying Power in Your Audience . . . ?

**T**HE NEW YORK DAILY INVESTMENT NEWS is the most logical place for your advertising message if you are seeking an audience composed solely of people with money.

More than 18,000 investors pay Ten Cents for this paper every day . . . it serves them as an intelligent, understandable guide to stock market and investment methods.

THE INVESTMENT NEWS HAS  
THE LARGEST NEWS-STAND CIR-  
CULATION OF ANY FINANCIAL  
NEWSPAPER IN THE WORLD.

NEW YORK DAILY

# INVESTMENT NEWS

67 Wall Street, New York

# How the Department of Justice Views Mergers

Since March 4, the Department of Justice Has Not Had a Single Merger Plan Submitted to Which It Could See No Objection

By William D. Mitchell

United States Attorney General

[EDITORIAL NOTE: Since March 4, the Department of Justice, in conformance with the usual practice followed by merger promoters, has been asked to pass upon a number of mergers. Precisely how many is not known. What is known, particularly by the merger promoters, is that ever since the change of administration last spring, there has been a distinct change in attitude by the Department toward mergers. In fact, the impression has developed that the Department of Justice has been rather harsh in passing judgment on merger plans. (These plans are submitted, of course, so that their sponsors may determine whether they are likely to run afoul of the anti-trust laws.)

That this impression has some foundation in fact is clearly indicated by a remark made by United States Attorney-General William D. Mitchell in a talk delivered October 25 before the American Bar Association at Memphis, Tenn. The Attorney-General said, while speaking of merger plans submitted for opinion to the Department: "In no case, as yet, have we felt justified in declaring that the Department sees no objection to the transaction."

Naturally, business wants to know exactly what this signifies. It wants to know particularly whether trust-busting is again to become a popular Federal activity. The Attorney-General shed all the light that is needed on this matter in the following extracts taken from his talk before the Bar association.]

**E**VER since March 4, I have been invited by business interests, lawyers, and newspaper correspondents, to make some statement about the policy or practices to be followed by the Department of Justice. It has seemed necessary to study previous practices of the Department to judge of their operations, and now for the first time I feel ready to make public some observations on the subject.

In the first place let me say that the Department's program of law

enforcement does not make any exception of the anti-trust laws. I have read nothing in the President's Inaugural Address or in any other of his statements which makes any distinction in the matter of law enforcement between the anti-trust laws and any other Acts of Congress, and I have received no intimation from any source that the anti-trust laws were to be neglected or that violations of those laws were not to be prosecuted with vigor and determination.

There have been many changes in economic conditions since these statutes were passed, and much discussion has arisen as to whether some modification of them is desired to meet modern business conditions. The anti-trust laws are founded on the proposition that avenues of industrial opportunity must be kept open as far as possible to the initiative of the individual citizen. The alternative is bureaucratic regulation. That is not an attractive alternative. At any rate, until the political philosophy underlying the present anti-trust laws has been abandoned, by Congress, it will be the duty of the Attorney General to enforce those laws, and we shall undertake to do this without prejudice and with fairness, but with firmness.

The Department of Justice is not the place in which to amend the anti-trust laws or any other Acts of Congress. Changes in business conditions and methods of marketing, vertical trusts, chain stores, and other modern developments, have come thick and fast and have been somewhat confusing to those dealing with the anti-trust laws, but I have no doubt that the principles contained in these statutes will be intelligently applied by the courts to the modern conditions.

Our material prosperity has been

Part of a talk delivered October 25 before the annual meeting of the American Bar Association.

so overwhelming, our business institutions have been increasing in size and number with such leaps and bounds, that I fear there has been a disposition here and there to go too far and transgress the law. The machinery of some trade associations seems to have been made use of for transactions that come dangerously near price-fixing. With every disposition to refrain from any interference with legitimate business the anti-trust division of the Department of Justice proposes to deal vigorously with every violation of the anti-trust laws which comes to its attention.

One other aspect of this subject should be mentioned. It was the practice of the Department in the last administration to consider proposed mergers or other business transactions presented to it by those interested, and to indicate in a limited way its views as to the legality of the proposals. The letters which the Department wrote in such cases were carefully guarded in their terms. The form used has usually been as follows:

As the facts in this matter are understood by the Department, they present no occasion for the institution of proceedings under the federal anti-trust laws at the present time. Inasmuch, however, as the transaction may at some future time become the subject of court proceedings under the federal anti-trust laws, the Department expresses no opinion as to its legality.

Carefully guarded as this language was, the attitude of the Department has often been misrepresented and misconstrued. The Attorney General has no power to license anyone to violate any statute. His determination that a transaction does not violate the statute may lawfully be reversed by himself or by any successor. Notwithstanding these limitations, those who submit such proposals and receive such a letter get some comfort out of the prospect that no immediate prosecution will follow the consummation of their plans.

While the Department of Justice, in the effort to co-operate with legitimate business, is receiving and will continue to receive those who want to submit their

proposed transactions for our consideration the attitude of the Department toward these inquiries is substantially as follows:

First: If the proposal seems to involve a violation of law, we will so state to those interested.

Second: If the proposal, while not clearly involving a law violation, comes so close to the line that we feel it would be necessary to invoke the judgment of the courts in case the proposal is executed, we so advise those interested.

Third: If the proposal does not appear to involve a violation of law but the matter is complicated and involves an intricate inquiry into facts which we have not the facilities to make in advance, or if there is room for any doubt or difference of opinion as to the validity of the proposed transaction, we shall decline to express any opinion about it or to give any intimation that the Department will refrain from legal proceedings, and reserve full liberty of action. Only in the clearest case will letters of advice be issued to the effect that no legal proceedings are likely to be instituted.

It may be that these methods will not afford much comfort to those who present the proposals, but at least they will know if the Department contemplates immediate steps to restrain their activities, and if the Department declines to express any opinion or commit itself in any way those interested know that if their transaction proceeds they must act on their own responsibility, with full liberty of action to the Department to proceed as future developments may require.

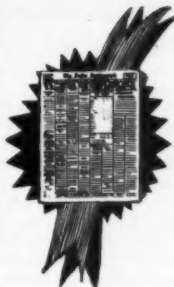
Since March 4 we have advised some inquirers that their proposed transactions would violate the law and require action in the courts. To others we have said that their proposals are so doubtful as to require us to take the judgment of the courts. In some other cases we have declined to express any opinion or make any commitments. In no case, as yet, have we felt justified in declaring that the Department sees no objection to the transaction.



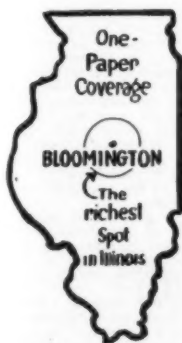
# Again—FIRST in Illinois for General Excellence!

The Pantagraph, has again been awarded first place among Illinois daily papers for its general excellence. This award was made in connection with the annual session of the Illinois Press Association. The newspapers judged in the friendly competition were all from cities having population of from 25,000 to 50,000.

For five out of six years, The Pantagraph has received the first award for excellence, either state or national. During the two years in which a national recognition was given, it came to The Pantagraph, and for the other three years competition included the state of Illinois.



1924-1925-  
1926-1928-  
1929



## First in Central Illinois for 83 Years

**94%** Coverage of  
Bloomington Homes

**80%** Coverage of  
McLean County Homes

**69%** Coverage of  
Central Illinois Homes

## The Daily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

# Packers Adopt Trade Practice Code

Agreement to Prevent Uneconomic and Unfair Practices Is Made with U. S. Department of Agriculture

**I**N an effort to lessen the colossal waste in the distribution of meat products, the Institute of American Meat Packers met at Chicago last week with Dr. John R. Mohler, chief of the U. S. Department of Agriculture's bureau of animal husbandry, and adopted a trade practice code.

The agreement, in its general form and intent, is similar to the one made by the grocery industry with the Federal Trade Commission in Chicago a year ago. The meat packers, constituting one of the largest factors in the production and selling of foods, naturally would have been included in this arrangement were it not for the fact that they are under the jurisdiction of the Department of Agriculture. Even so, the Department and the Trade Commission have been working together to get the entire food industry, including meat packing, on a basis as near economically and fundamentally right as possible.

In 1925 the Secretary of Agriculture proposed to the packers that they voluntarily agree to omit all wasteful practices and methods—which was precisely the same idea advanced at about the same time to the grocery people by the Trade Commission. Acting upon this suggestion, the Institute appointed a "Commission on Elimination of Waste" under the chairmanship of F. Edson White, president of Armour & Company. The commission immediately undertook a comprehensive survey of the entire field of operations.

During the last summer, Secretary of Agriculture Hyde concluded that the investigation had progressed to a point where a definite agreement, taking in all branches of the industry, could be made. Accordingly, he wrote to all the packers in the country inviting them to attend last week's meeting at Chicago and consider

the proposition. More than 700 affirmative responses were received. And here is the new code of trade practices, as it came from the packers' commission and which was unanimously adopted:

"WHEREAS, it is desirable in the interest of the packing industry and of society itself that the sale and distribution of meat and meat products be carried on in open and honest competition, and that the methods employed in the packing business be fair and sound, be it resolved that:

A. Secret rebates or secret concessions or secret allowances of any kind are unfair methods of business. Differences in prices on account of the grade, quality or quantity of the commodity sold, or the cost of selling or transportation, or made in good faith to meet competition, are not secret rebates, concessions or allowances.

B. Obscuring the price at which goods are sold by selling ostensibly at a certain price but granting secretly to the buyer unusual discounts or terms is an unfair trade practice.

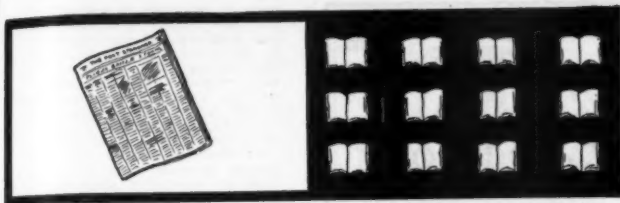
C. Discriminating unduly among buyers either in terms, or in prices, or in discounts, or in service, or in allowances, or in any other way, for the purpose of injuring a competitor or with the effect of substantially reducing competition is an unfair trade practice. Differences on account of the grade, quality or quantity of the commodity sold, or the cost of selling or transportation, or made in good faith to meet competition, do not constitute undue discrimination.

D. The giving with packinghouse products of premiums or coupons redeemable in money or merchandise for the purpose of obtaining business is an unfair method of business.

E. Guaranteeing a customer against a market decline or a market advance is an unfair trade practice except in connection with transactions covering commodities governed by rules of practice of the National Cottonseed Products Association.

F. The selling of goods below a reasonable market value for the purpose of injuring a competitor or with the effect of substantially lessening competition is an unfair practice.

G. An attempt unwarrantedly to evade the fulfillment of an agree-



ONE MORNING PAPER

12 AFTERNOON PAPERS

## A Syracuse Agency Chooses *One Paper!*

# Why?

When only one newspaper was to be selected to carry the advertising of Ox-Heart Peanut Butter and Candy, the agency considered the following points:—

- Total circulation.
- Home delivered circulation.
- Pulling power of classified ads.
- How many other papers to divide readers in this same area? (See graph above.)

When data was gathered and analyzed, the advertising schedule for Ox-Heart was placed in The Post-Standard. . . . . Confidence in The Post-Standard's value as "A One Paper Buy" in Central New York!



## THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.  
Representatives

New York  
Detroit  
Chicago

Philadelphia  
Boston  
San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

1829

*Now in its Centennial Year*

1929

## Good Copy

**An advertise-  
ment which offers  
service—**

**which is attrac-  
tive enough to be  
noticed—**

**inviting enough  
to be read and con-  
vincing enough  
to be remem-  
bered—**

**will benefit both  
public and adver-  
tiser.**

**HAWLEY  
ADVERTISING  
COMPANY**

**Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

ment to purchase or sell or to receive or deliver goods is unfair and dishonest, whether the evasion be attempted by outright repudiation because of a market change or some other circumstance; or whether it be attempted by unwarranted or excessive claims for allowances, by unwarranted rejections or by any other subterfuge.

H. Making, causing, or permitting to be made, or publishing any false or misleading statement concerning the grade, quality, condition, quantity, nature, origin, or preparation of any packinghouse product, is an unfair practice.

I. Making or causing to be made a defamatory or untrue statement concerning a competitor, his business, his policies, or his products is an unfair practice.

"WHEREAS, it is essential in the interest of the producer and the trade that competitive buying of live stock be conducted on the basis of a one-day market in accord with sound principles of economics, and in order that an equal competitive buying opportunity can be available to all buyers of livestock and sellers and manufacturers of this raw material into meat products, be it resolved hereby that:

1. The practice of giving shippers the option of more than one day's market is unfair, and the shippers' option of market shall be confined to one single day, which shall be chosen at time of the trade.

2. Secret allowances of any kind to sellers of livestock whether it be allowances of weight, price or shrink, for the purpose of inducing livestock producers to sell only to one buyer, is an unfair method of doing business.

3. Price discrimination or favoritism shown to any individual or organization selling livestock by any buyer of livestock, which works to the disadvantage of any other individual or organization selling livestock on the same market, causing an unjustly discriminatory condition on such market, is an unfair method of doing business.

4. Engaging livestock at any public market prior to the opening of the market is an unfair practice."

The agreement, just as it appears above, has been submitted to the Department of Agriculture. If it is approved by Secretary Hyde and his advisors, the department will be in a position to enforce all portions of the agreement, and all meat packers will be expected to live up to the statements contained therein.

Oct. 31

CANAD

Editor

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## Will Devote an Evening to the Problems of Others

CANADA BISCUIT COMPANY, LIMITED  
LONDON, ONT., OCT. 21, 1929.

Editor of PRINTERS' INK:

Please accept our thanks for your letter of the 18th instant, also the numerous articles clipped from PRINTERS' INK and PRINTERS' INK MONTHLY, dealing with the problems that we wrote you about.

There is always a feeling that our own problems are "different," but while I have not yet read the articles, I have looked over the titles and feel sure that our problems are just what some of these men have been faced with. I am looking forward to a real profitable evening digesting the abundance of information you have so kindly forwarded.

THOS. J. BOYLE.  
Sales Promotion Dept.

## Outboard Motors Elect Dean Chadbourne

Dean Chadbourne has been elected vice-president in charge of sales and advertising of the Outboard Motors Corporation, Milwaukee, manufacturer of Evinrude, Elto and Lockwood outboard marine motors. He was formerly general manager of the Westinghouse Electric International Company.

## W. H. MacClennan with Commercial Laboratories

William H. MacClennan, until recently sales manager of The Great American Tea Company, New York, has been appointed sales manager of the Commercial Laboratories, Inc., Newark, N. Y., manufacturing chemists.

## Appoints D'Evelyn & Wadsworth

The Guaranty Building & Loan Association, San Jose, Calif., with offices at San Francisco and Los Angeles, has appointed D'Evelyn & Wadsworth, San Francisco advertising agency, to direct an advertising campaign, using Pacific Coast newspapers.

## Sanitube Account to Murray & Coe

The Sanitube Company, Newport, R. I., manufacturer of pharmaceutical specialties, has appointed Murray & Coe, Inc., Boston advertising agency, to direct its advertising account. Magazines will be used.

## L. J. Lloyd with "Manufacturers' News"

L. J. Lloyd, former director of the service division of William Elliott Graves, Inc., Chicago advertising agency is now with the advertising department of Manufacturers' News.



## Include These Services

- 1 Experienced Showmanship.
- 2 Wealth of Exclusive Talent.
- 3 Complete Musical Library.
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.

*The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.*

## JUDSON RADIO PROGRAM

CORPORATION  
Steinway Building  
NEW YORK CITY

CHICAGO OFFICE  
Tribune Tower  
Chicago, Ill.

# INDUSTRIAL Talking Pictures

## AND Disc Recording

Whether your business is Banking, Railroad, Utility, Oil, Chain Store, Manufacturing, etc. INDUSTRIAL TALKING PICTURES and DISC RECORDING will aid you in solving your PROBLEMS ON SELLING, MERCHANDISING, PUBLICITY, TRAINING, ORGANIZING, etc.

**RECORDING ON DISC** (on a 10" record) is a superior way to deliver your story and costs not much more than a small booklet (and it's audible).

**SYNCHRONIZING WITH STILL PICTURES** tells an effective story in an interesting, entertaining manner and is inexpensive.

**A SYNCHRONIZED TALKING PICTURE** of ten minutes duration which includes the full mannerisms, characteristics and personality of the individual can be made for approximately \$750.

**RECORDING ON DISC FOR BROADCASTING IS ECONOMICAL.**

*Not connected with any other organization*

**STANLEY**  
Recording Co. of America, Inc.

1841 BROADWAY, at 60th  
NEW YORK CITY

Phone: Columbus 3181-2

## Audit Bureau Excludes Bulk Sales from Net Circulation

(Continued from page 33)

it is desirable to replace with one which more nearly fits our conditions today." In the revised audit forms for magazines and business papers, he could see a decided move toward more efficiency which might cut down audit costs. The magazine publishers are proposing to issue their reports upon the new basis for the period ending December of this year; and the business paper form will be put in use for the period ending January 30 next.

Here are the directors chosen by the Board on the recommendation of their respective divisions to fill expiring terms:

**ADVERTISER DIVISION:** For two years: Stanley E. Baldwin, Willard Storage Battery Co., Cleveland, O.; Lee H. Bristol, Bristol-Myers Co., New York; S. E. Conybeare, Armstrong Cork Co., Lancaster, Pa.; F. R. Davis, General Electric Co., Schenectady, N. Y.; T. F. Driscoll, Armour and Co., Chicago; Guy C. Smith, Libby, McNeil & Libby, Chicago; P. L. Thomson, Western Electric Co., New York. For one year: Fred Rigby, Studebaker Corporation, South Bend, Ind.; C. F. Goldthwaite, Canadian National Railways, Montreal, Quebec.

**ADVERTISING AGENT DIVISION:** For two years: Frank J. Hermes, Blackman Co., New York.

**BUSINESS PAPER DIVISION:** For two years: E. R. Shaw, Power Plant Engineering, Chicago.

**FARM PAPER DIVISION:** For two years: W. C. Allen, *The Dakota Farmer*, Aberdeen, S. D.

**MAGAZINE DIVISION:** For two years: S. R. Latshaw, The Butterick Co., New York.

**NEWSPAPER DIVISION:** For two years: J. F. Bresnahan, *World*, New York; John Cowles, *Register-Tribune*, Des Moines, Ia.

These are all re-elections with the exception of Mr. Goldthwaite who succeeds C. W. Stokes, resigned. Mr. Cowles takes the place of Walter A. Strong, who also resigned. A determined effort was made to induce Mr. Strong to reconsider his decision to leave the Board. For instance, Herman Black, publisher of the Chicago *Evening American*, paid a graceful tribute to Mr. Strong whom he

termed "my closest competitor" and urged him to remain. He said however the demands of his business were such that he must insist upon resigning. The convention, by a rising vote, adopted a resolution expressing "its appreciation of the long, loyal and effective service of Walter A. Strong as a member of the Board of Directors and regrets that he will no longer find it possible to serve the Bureau in this capacity."

Another resolution expressed the Bureau's deep appreciation of the services of Managing Director O. C. Harn "and his capable and efficient staff of assistants."

The Board of Directors met and re-elected these officers:

President, P. L. Thomson, Western Electric Company, New York; vice-president, F. R. Davis, General Electric Company, Schenectady, New York; second vice-president, S. R. Latshaw, Butterick Publishing Co., New York; third vice-president, D. B. Plum, The Troy

Record, Troy, N. Y.; secretary, Ernest I. Mitchell, Mitchell-Faust-Dickson-Wieland, Inc., Chicago; treasurer, E. R. Shaw, Power Plant Engineering, Chicago.

## Eastern Industrial Advertisers Meet

The regular monthly dinner and meeting of the Eastern Industrial Advertisers Association was held recently at Philadelphia. E. B. Neil, director of research of the Chilton Class Journal Co., Philadelphia, spoke on "An Engineer's Thoughts on Advertising." In his talk he indicated the reactions of the average engineer toward copy which he sees in the advertising of industrial and technical products.

William Buxman, vice-president and general manager of the McGraw-Hill Catalog and Directory Company, discussed the place of trade catalogs in industrial advertising.

## Joins United States Advertising Corporation

Ralph Snyder, formerly art gravure editor of the Toledo Times, has resigned to join the United States Advertising Corporation, of that city.

# PUNCH builds world-wide fame for hotels

PALACE HOTEL, TORQUAY.

Dear Miss Lyon,—You know how consistently we have supported Punch during the last few years, and I think you should know also that we are highly satisfied with the results. We consider Punch an ideal medium, primarily because: (1) it circulates among just those people who are potential customers of the Hotel, and (2) its appeal is made, on what is essentially a holiday proposition, to readers who, by the very nature of the paper and its contents, are more impressionable to our story. In a word, we believe that your Journal is materially helping us to build a world-wide reputation.

Yours faithfully,

J. DAVIES, Manager.

Every pound's worth of space you take in Punch works definitely to the extension of your prestige. Start proving Punch's value now.

MARION JEAN LYON ADVT. MANAGER 80 FLEET STREET LONDON ENGLAND



# Using a Low-Priced Line as a Feeder for High-Priced Leader

Nettleton Is Educating Loyal Customers to High Quality Merchandise via a Low-Priced Line

Based on an Interview by Charles G. Muller with

**H. W. Cook**

President, A. E. Nettleton Co.

**F**OR the last year a very interesting test has been going on in certain retail stores over the country to determine a national sales policy. A few weeks ago there began a national newspaper advertising campaign that gradually is covering the country, a campaign which is very obvious proof that the test found affirmative answers to two questions.

First, can a manufacturer sell merchandise in two price ranges, one of them the highest in its field? Second, can he so handle the two that the lower-priced line will educate consumers to the more expensive?

The merchandise that underwent the test is shoes, and the concern which has worked out the problems is the A. E. Nettleton Co.

Several factors brought about the experiment, according to President H. W. Cook.

"For years we had realized," said Mr. Cook, "that in addition to the market which can afford to buy the best obtainable shoes, there is a very large group that cannot, because of limited purchasing power, pay the top price. Consumers in this class would like style, workmanship and materials to be of the best obtainable. Unfortunately, they cannot pay for these—for the time at least—and they are forced to stay strictly within the limits set by pocket-book and not by taste.

"We have tried to reach this market some time ago producing a Nettleton brand shoe priced at \$12.50, but our experience with that showed that we should have to get down into the \$10 range to be in the field we wished, for people who could pay \$12.50 would pay \$14 and more. We learned that the line of demarcation was at \$10.

"So the major factor in our test of the last year was a \$10 shoe, priced, we felt, to capture that market which wanted not cheap shoes but shoes made as well as they could be turned out for that money.

"This shoe, the Miller Cook, was a development of several years. When we first had determined to enter this low-priced market we had had manufactured outside the Nettleton plant a shoe designed on specifications laid down by us. The result was not entirely satisfactory. We believed, after a long trial, that we could do better with this secondary line if we made it ourselves.

## *Expanding the Line*

"Accordingly we began to manufacture Miller Cook shoes in our own plant, thus giving this line the benefit of Nettleton experience and workmanship, with the result, as we truly believed, that the new shoes at \$10 were the very finest that could be manufactured and sold by anyone. They had in them the design and workmanship of our best Nettleton brand merchandise. The difference was, naturally, one of materials which, while not as expensive as those in our Nettletons, were the best obtainable, however, at the price.

"We then felt that finally we had what we could offer as the best available to those consumers who wanted first grade design but who could not pay first grade prices."

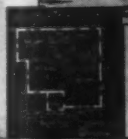
The testing out of the pulling power of the new line began a year ago.

"When it came time to put these new Miller Cook shoes on the market," continued Mr. Cook, "we determined that the best possible





## Building SUPPLY NEWS



Dealer Builds 475 Homes  
in 18 Months

DO YOU KNOW that the lumber dealer of yesterday is now a dealer in all varieties of building materials? He still sells lumber; often he calls himself a "lumber dealer." But the fact remains that the majority of lumber dealers sell nearly every kind of building material in addition to lumber.

More than 50 per cent of many lumber dealers' sales are other than lumber.

That is why *Building Supply News*, which covers the merchandising of all building materials, including lumber, now has the largest paid circulation among "lumber dealers."

And *Building Supply News* is the only paper in the field which is a member of both the Audit Bureau of Circulations and The Associated Business Papers, Inc.

Whether your product is lumber or any other building material, you get greatest paid circulation and keenest reader interest among dealers thru *Building Supply News*, Chicago.



Read by  
**TEN THOUSAND**  
*Lumber  
& Supply Dealers*

# The Morning Telegraph

America's Oldest Authoritative  
Newspaper of Recreation,  
Theater and Sports

is pleased to announce  
the appointment of

## Euclid M. Covington

as

Director of Advertising

JOSEPH A. MOORE  
*Publisher*

proof of their ability to meet the needs of the market for which they were planned would lie in their success in stepping up the percentage of Miller Cook repeat business in our stores. This needs a little explanation. Briefly, the explanation is this:

"In the Nettleton stores over the country, which we use to a large extent as merchandising laboratories, we had had the old Miller Cook shoes—the ones made in outside factories. Had these shoes satisfied completely the men who bought one pair, they would have repeated in their sales at the same high rate that our Nettleton brand shoe sales repeated in the same stores. The actual fact was, on the contrary, that repeat sales of the secondary line were much lower than those of the fine Nettletons. So, if our new Miller Cook line, made in our own plant, was all we thought it to be, repeat sales even over the course of the first year would show a definite rise.

"Accordingly, we put stocks of the new \$10 line into our own stores and into stores of some of the best of our Nettleton customers—and watched for repeat orders.

"Besides wanting to sell \$10 shoes to customers who could pay only \$10, we had another aim. This was to sell these consumers on the lower priced line so completely that, just as soon as their purchasing power increased, they would buy the better grade shoes—Nettletons. So we watched the test with an eye to that angle as well."

What happened was this. Percentage of repeat business on the new \$10 line jumped up so as to compare favorably with the repeat percentage of Nettletons and the number of new Nettleton buyers who graduated from the lower priced line was greater than ever before. Card records were carefully kept of all sales during the year, and out of twenty cards of repeat customers, recently picked at random, seven had bought Nettleton shoes on their second purchase. In a word, the lower priced Miller Cook merchandise had educated seven out of twenty customers to the higher.

According to Mr. Cook, the test very graphically proved something that the company has been trying for a long time to get over to dealers—"That the success of the retail store—as well as the success of the manufacturer—is dependent upon loyal customers."

"The successful shoe shop of today," he declared, "has for its big asset a name for providing merchandise which gives the consumer most satisfaction for his dollar. If the retailer can point to 500 or 1,000 customers, 50 to 75 per cent of whom are repeaters, he has a fine, dependable minimum of business on which to count for his year's volume.

### *A Loyalty Builder*

"Now we had, by actual test, merchandise which not only would bring our dealers repeat business from a large market, but which would develop into a steady, loyal group of customers for the higher priced shoes in his store as well. In other words, we were in a position to help our dealers expand, through providing them with a low priced line which brought profit and which served also as a constant source of new business for their major line."

The story of the test was told first in New York, in a full page advertisement headed: "Thank you, gentlemen, for the greatest reception ever given a \$10 shoe."

Two more full pages succeeded this opening announcement, and were followed by single pages in Boston and Dallas, and a half page in Cleveland. From these major cities, the campaign will be carried into other territories by individual Nettleton stores.

Concurrently with the appearance of the newspaper advertisements, the company mailed out to its trade in general a reprint of each separate advertisement. This was to introduce the new brand to all dealers, for the plan was not to have Miller Cook salesmen, nor to have Nettleton men push this secondary line. Once the debut had been staged, the new shoes were to make their own way. With the third advertisement a letter, the major note of which was that the

line was not for those who merely peddled shoes. It was for those "merchants who can give it the whole-hearted selling that made it an outstanding success in New York." The follow-up to this series of reprints and letters also sounded that note.

"Having proved that the new line met the wants of the \$10 market as well as we could possibly design it to meet those desires for style and workmanship," explained Mr. Cook, "and having proved conclusively to ourselves and to the dealers with us on the test that this lower-priced line made customers for the Nettleton merchandise, we intended that the Miller Cook prestige should be maintained as something separate from that of the Nettleton brand.

"While it might be feared that a \$10 line would cut into sales of the more expensive, the opposite had been proved true. For we had seen that those who can pay the top price know they are getting what they pay for, and pay willingly. Those who pay the lower do so because Miller Cook shoes give them what they want within the limits of their pocketbooks, and as soon as their income increases, they step up to what they really have wanted all along but could not afford. As this applies chiefly to younger men, the lower-priced line very definitely educates prospects into becoming loyal customers for our dealers and is deserving of a reputation for itself.

"We do not intend that this lower-priced line should be anything other than a line highly considered in its price range, and we have insisted on merchandising methods equal to the merchandising of Nettletons. So we have made clear that dealers desiring the line must carry as full stocks of the \$10 models as they carry of Nettleton models. And we also have stated that we do not intend to distribute the secondary line through all and any stores that ask for it.

"For the reason that our primary business is the making and selling of Nettleton shoes, not Miller Cooks, we intend to put our sales and promotion efforts first, last, and always on the higher grade

line, and our salesmen therefore have not a thing to do with Miller Cook merchandise. As we say in all our announcements, because of the small profit margin in the new line, it is sold only direct from the factory by mail or by order from the dealer handed in personally.

"If, on its own merits, this feeder line should grow to such proportions that it threatens to overshadow its parent line—then that will be something else again. As the situation now stands, however, this secondary line has proved to us that it meets a need we have long been trying to fill and that it educates customers for our primary line. That is all we planned it to do.

"If it just continues to help us to help our dealers build up an ever widening group of loyal repeat customers for Nettleton shoes, we shall be well satisfied. This last year, where it was tested, it did do considerable to increase a Nettleton sales volume which this year will be approximately \$1,000,000 ahead of last year's total business."

### L. D. Mathews Leaves Mathews, Ryder & Ingram

L. D. Mathews has resigned from Mathews, Ryder & Ingram, Ltd., Oakland, Calif., advertising agency, and is now manager of the School Division of Aircraft Industries, Ltd., with headquarters at Modesto, Calif. Mathews, Ryder & Ingram, Ltd., will continue business under the same name. Ross H. Ryder is now president and Robert L. Ingram, secretary-treasurer.

### "Roxey Theatre Weekly Review" Adds to Staff

Miss C. Claudia Moritz, formerly with Pencraft, Inc., New York advertising agency, has joined the "Roxey Theatre Weekly Review," New York. She will handle both editorial and advertising activities of the fashion department.

Alfred Seelan has also joined the "Roxey Theatre Weekly Review" as a member of the sales staff.

### J. A. Goodman Joins Green-Brodie

J. Arthur Goodman, formerly with the Englander Advertising Agency, New York, has joined The Green-Brodie Company, advertising agency of that city, as an account executive.

W. M. Clayton, *Publisher*  
*of*  
**The Clayton Magazines**

*Announces*

the appointment of

**A. Henry Young**

*as*

**Advertising Director**

*of*

**Miss**

**Nineteen Twenty-Nine**

*The Magazine for the Modern Girl*



# The Chain Store Is a Public Necessity

Chain Merchandising Is One Proved Answer to the Cry for Lower Distribution Costs

By E. C. Sams

President, The J. C. Penney Company

THE principal delay to the more rapid co-ordination of our retailing facilities is due to a very strong current of American sentimentality. We still sometimes pretend to be afraid of the tendency toward so-called big business, although actually we know by daily experiences that every one of us benefits by America's best organized big business. Some of us sentimentally favor the old isolated corner store but we actually buy at one or more chains.

The little red school house gives way to the better regulated, consolidated school system with its enriched program. In retrospect the little red schoolhouse is more picturesque. The public always refuses to pay the price of outworn methods if better and more plentiful food and clothing at lower cost can be provided by changing and improved methods of distribution. We may delay the public but it always has its way in the end. Some make it appear that modern chains are devices for putting their competitors out of business. But modern chains are simply a new and better device of distribution that a persistent public demand has forced into being.

Would not many of us like to go back to Uncle Henry's store and swap stories with Henry and the other idlers around the stove? Yes, we would—when we are off duty. But are we willing to pay for such idleness as a tax on all the goods our family buys? Of course not! From the Bureau of Census figures and the Department of Commerce and other studies made by impartial bodies, it can be stated that there are at least double the number of store outlets

that are needed. One-half of the stores could be closed and still the others would not all be utilized by the public to 100 per cent capacity. If this is so, how shall they be closed?

For the public to carry this double load is just as costly and just as stupid as if a substantial part of the industries of the whole country should announce that "wages will be reduced 50 per cent tomorrow morning!" The difficulty is that the cost of carrying this double load by duplication of selling facilities has been going on for so long that we have adjusted ourselves to the waste and we think there is something good about this outworn competitive system.

The method by which the chains attempt to reduce the cost of selling and make for themselves a reasonable profit is the utilization as nearly as possible of 100 per cent of their facilities all the time.

The chain principle is designed to strengthen and maintain every individual member and associate in the chain and to stabilize markets, labor and services to the consuming public. We cannot make too plain the fact that not a single chain mercantile system of any consequence has failed in seventy years, the date when chains in the modern sense came into being. Landlords, banks, clerks and manufacturers have saved untold millions by the success of the chains, a record to be proud of in the face of constant commercial failures. This fact has far-reaching significance both economically and socially. It rejects the old competitive principle that when one competitor is put out of business it is his own fault and his own loss. It accepts the old and fundamental principle that: "We are really members one of the other." If you

Portion of an address at the Conference of Major Industries at Chicago last week.



First Issue, February, 1930  
Guaranteed Circulation  
10,000

Trimmed Size 9"x12"  
Type Page 7"x10"

... for the Architect, Electrical Engineer, Builder, Electrical Inspector and all those consultants who specify, influence or approve the ultimate choice of electrical equipment entering into building or construction projects.

**M**ANUFACTURERS of electrical equipment will now be enabled to cultivate these key specifying and influencing groups through a publication, the specific editorial purpose of which will be to increase the adequacy and to improve the standard of all electrical installations.

Before deciding upon the 1930 program look into the possibilities offered by **ELECTRICAL SPECIFICATIONS**. Details are now available.

**THE GAGE PUBLISHING CO., INC.**, 461 Eighth Ave., New York, N. Y.

*Publishers to the Electrical Industry Since 1892*

**ELECTRICAL RECORD**

**ELECTRICAL MANUFACTURING : ELECTRICAL SPECIFICATIONS**  
**METROPOLITAN ELECTRICAL NEWS : GAGE LIST OF ELECTRICAL BUYERS**

# What can be done about it?

Those high-priced heels which cool in the reception rooms of advertising agencies have interested everybody in the business of advertising.

Would a special appointment clerk help in some places?

Is there too much mystery on the subject of when a list is to be made up?

Shall representatives spend more time selling markets; less on individual accounts?

What plan was adopted with marked success by a middle-west agency?

All sorts of angles on this many-sided subject have been thought over by men on both sides of the office railing, men who are up against the problem every day.

Men prominent in the business of publishing and advertising have written an article which will help greatly in bringing relief to a situation which has caused worry and grief for years.

You will want to read this article and add your views to the many suggestions made there. Be sure to look for

## "Cooling Heels—Some Comments and Suggestions"

in the November issue of

# Printers' Ink Monthly

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have ever climbed mountains you know what it means when a slippery footing throws you over a precipice, only to be saved by four or five men on the other end of the rope. Our whole principle of insurance when we pay accident and health and death claims out of the premiums paid by the healthy is applied too seldom to our business of preventing bank and store failures. While it is the public's concern first that stores stop failing, it is of equal importance that stores do not start at all unless they are started right and managed by those trained and equipped to start them.

Next in importance to the elimination of competitive waste is the ability of the chain type of organization to assimilate the knowledge of the present and past generations and because of the continuity of its organization be able to transmit what it has learned to the succeeding generation.

We find this illustrated in the progress of the telephone, transportation and manufacturing institutions generally. It is important that the work of Gary, Rockefeller, Ford and Vail be carried on to succeeding generations. Individuals die. Mr. Burbank on the very eve of making his greatest contributions said himself that he was a failure because he had not made it possible even for three or four young men and women to carry on his experiments. So his great work to improve plant life lies dead today in a garden of roses at Santa Rosa.

The same has been true from the beginning of time in store retailing. When John Brown, merchant, has died, it usually is the case that his experience and methods, and even the success of his store, die with him. It is the privilege of chain stores to carry on an uninterrupted and effective public service.

Chains benefit labor, especially because they reduce unemployment between seasons. Chains deliberately place their orders for the manufacture of food and clothing so they may be filled in the slack season of employment. This stabilizes wages and brings regular employment and relieves labor from the constant fear of unemployment.

The public until the advent of the chain had no practical way to stop the unnecessary duplication of stores in competition with each other. As you all know, this is without doubt the most destructive, the most wasteful and the greatest single cause of impoverishing the public in modern business life. Unintelligent competition, therefore, is the first subject of study among well organized chain systems. It is our duty to know whether a chain unit itself is needed in a given locality and not to bring on among the chains themselves a wasteful warfare that has been so commonly connected with the coming in and going out of the old individually owned stores. There is some excuse for an individual to enter competition on "Main Street" without adequate knowledge of the need. He has no way of ascertaining the facts. However, there is no excuse for the chains because they have facilities for knowing the exact conditions.

By having the power to co-ordinate their efforts they are claiming the rewards of prosperity. Chain-store associates live well in an age when retailing on the whole has been for a dozen years a "no profit" business—a failing business. About 90 per cent actually fail or go out of retailing voluntarily. Retailing would make greater progress in the public service and those in it would be much more prosperous if we did not have so many men who would rather be "busted colonels" in individual stores than be prosperous captains and lieutenants in a well organized system of distribution.

Try for just a moment to imagine conditions if we could hurriedly restore individual telephone systems, with no national connections, chop up the railroads into little petty branches, more concerned with private ventures than public service, restore the old slaughter-house to every town and reduce the steel industry to hand forging and private foundries; do away with chain stores and their present and future possibilities for reducing cost of distribution. What substitution in distribution would you propose?

## A. A. A. A. Discusses Rate and Contact Problems

AT a dinner meeting given to the board of directors of the American Association of Advertising Agencies at Chicago last week by the Western Council, John Benson, president, discussed two important problems in the field of newspaper publisher relations which the agencies face.

"The first of these is the equalization of national and local rates," said Mr. Benson. "Rates are the business of the publisher; we have nothing to do with fixing them, but we are deeply interested in eliminating discrimination, in obtaining for national advertising a rate which will enable enough space to be used to make it pay. Discrimination in rates against the national advertiser is a short-sighted policy, in view of the increasing weight of national lineage in the revenues of the publisher."

Such a revision would be of mutual benefit to the advertiser and the publisher as well, he believes. He pointed out that establishment of rates which would permit the national advertiser to average, for example, 10,000 instead of 5,000 lines, or 15,000 instead of 10,000, would bring the publisher more revenue and give the advertiser a much better chance to win. It would stabilize advertising results and thus assure a future market for space.

"This viewpoint we are steadily impressing upon publishers," Mr. Benson continued. "We are getting the publisher to see that our interest and his interest are the same: to make advertising pay. We want no favors from him which do not improve his own situation and the future of his business. We want him to get a fair rate for his space and to make a good profit. We are concerned about that. It takes a successful publisher to finance a good medium."

Improvement of the contact between publishers' representatives and agency media departments was the second of the two projects

whose consummation Mr. Benson expressed as being of special importance.

"The relationship is, on the whole, not satisfactory," he said. "There has been too much friction and too much waste effort on both sides. The publisher is engaged in too much futile solicitation—the kind which is not informative or helpful to the buyer. And buyers also waste the time of specials by unreasonable delays.

"We cannot afford to irritate the publisher in this matter. We must facilitate his selling job by being well-informed ourselves and give his salesmen prompt and satisfactory attention. On the other hand, we can ask him to reduce the number of his calls and avoid taking up our time with non-factual solicitation.

### Space Buyers to Be Organized

"We are planning to organize our space buyers into local groups in New York and Chicago for the purpose of exchanging information and opinion and for collective consideration of things which stand in need of remedy, in circulation values, in soliciting contacts, in rate situations and so forth. That should be of practical value to the space buyers and should at the same time enable us to organize our influence for improvement."

Other speakers at the meeting were: Henry T. Ewald, of the Campbell-Ewald Company, and William H. Johns, president of Batten, Barton, Durstine & Osborn, Inc. They presented their opinions on current agency problems.

### Cystoscope Account to Medico-Dental Agency

The American Cystoscope Makers, Inc., New York, manufacturer of cystoscopes and other diagnostic instruments, has appointed the Medico-Dental publicity Associates, Inc., advertising agency of that city, to direct its medical journal advertising.

### J. J. Doyle with St. Louis "Star"

Joseph J. Doyle, who, until recently, was in charge of national advertising of the Boston *Herald and Traveler*, has joined the St. Louis *Star* in a similar capacity.

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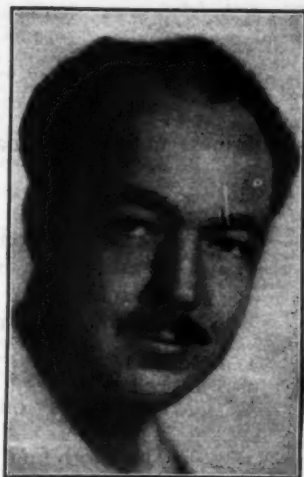
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## MR. NORMAN BROKENSHERE

FORMERLY OF THE  
COLUMBIA BROADCASTING SYSTEM

IS NOW THE DIRECTOR

OF OUR  
RADIO DEPARTMENT



# H. W. KASTOR & SONS ADVERTISING CO., INC.

NEW YORK  
CHICAGO  
ST. LOUIS

# Golf

—the business man's new "ball and chain"



He has to go out to the links to talk over a big deal . . . too many office interruptions . . . so in place of many little interruptions this business man arranges with an associate for a big one.

They both find that business doesn't dominate the golf game. Golf is the all-important factor.

To many men golf is the symbol of freedom from business domination. But in order to prove their liberty they sacrifice it . . . a mere shift of masters.

If you have read this advertisement you are undoubtedly a golfer. As you are a golfer and a business man as well, you will be interested in William McGarry's story on golf—and business—in the November issue of *Printers' Ink Monthly*. It is entitled,

## Does Golf Dominate Business?

It was conceived on the links while Mr. McGarry and a business man were talking over a big business deal.

# Printers' Ink Monthly

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## Join Electrical Trade Publishing Company

H. W. Barclay, who formerly represented the Reading Steel Casting Company, in the Chicago district, has joined the Electrical Trade Publishing Company, of that city. He will make merchandising studies for three of the company's publications, *The Jobber's Salesman*, *Mill Supplies* and *Electrical Contracting*.

H. R. Mosnat, formerly with the *American Lumberman* and the *New Breeders' Gazette*, both of Chicago, has joined the Electrical Trade Publishing Company. He will be head of the research department and editor of three monthly bulletins.

## More Convention Data for Program Planners

W. A. WIEBOLDT & Co.  
CHICAGO

Editor of PRINTERS' INK:

With reference to the question that has arisen concerning convention programs, I would like to point out it was the consensus of opinion at the last convention of the International Association of Display Men, held in Chicago on June 17, 18, 19, and 20, that the informal departmental gatherings were far superior, from an educational standpoint, to the old type of general meetings.

This year, for the first time, we con-

ducted three departmental luncheon meetings, one a joint meeting with the Advertising Council of Chicago, another for clothing and shoe store display managers, and the third for department store display managers. These were in addition to the daily morning and afternoon sessions in the convention hall.

The successful sessions of the departmental luncheons contrasted with the rather flat results of the regular convention meetings convincingly proves the need for more of the former type of meeting.

Because of the size of our organization, however, at least two general sessions will be required, for it is our belief that upward of a thousand in attendance would defeat the purpose of the round-table discussion type of meeting, wherein free-for-all discussions from the floor are encouraged.

H. C. OENLER.

## Appoints C. J. Oliphant Agency

The Power Signs Corporation, New York, has appointed the C. J. Oliphant Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers are being used.

## Hudson Coal Account to Eugene McGuckin

The Hudson Coal Company, Scranton, Pa., has appointed the Eugene McGuckin Company, Philadelphia advertising agency, to direct its advertising account.

# TEACHERS HAVE MONEY and BRAINS

Advertising agencies are finding a rich new direct-mail market for many of their clients by addressing literature to school teachers. The average age of school teachers is 27 years.

In small communities, the teacher is a leader. She influences children and parents—both by example and precept—in the selection of many articles.

In cities, she is alert to the educational value of foods, clothing,

household appliances, and a wide variety of special products such as typewriters.

Through her, you can make direct-mail pay. We have new lists of teachers and their addresses—guaranteed of course.

Folder and prices on request.

CHARLES W. GROVES • 106 S. NEIL ST • CHAMPAIGN, ILL.

## A NEW IDEA IN MAGAZINES, APPEALING TO ALL CLASSES, IS READY FOR LAUNCHING IN A VIRGIN FIELD

This will be the most unique publication ever issued. There is nothing like it now in circulation. Because of its unusual make-up it will attract attention of newspapers everywhere, thus insuring valuable publicity for practically each issue. Someone with sufficient capital and progressive vision is wanted to finance this proposition. It would be good business for a large corporation in any field to sponsor this publication, not only for the publicity they would receive as its publishers, but also as an investment by itself. A financially healthy printing plant which wants to be favorably talked about, or a wealthy individual seeking a new hobby and having a weakness for an intermittent spotlight, might be among those interested in the details. Maurice Raphael, 203 East 60th St., New York City, will arrange for appointments by mail only.

## EXECUTIVE AVAILABLE

A young advertising man, 27 years of age with more than five years' experience in superlative national advertising to his credit, plus five months study of European advertising—a trip from which he has just returned.

He writes clear forceful copy, is a finished artist in various mediums and for the last year and a half has been an Art Director of one of New York's finest agencies at a salary of \$6,000 a year.

He is married, is a Protestant Christian and is open to any sound proposition anywhere that offers opportunity.

Address "N," Box 220  
PRINTERS' INK

## Wanted— A Gas Mask for the Oversold Customer

(Continued from page 6)

rustic table of a woodland shack while a kind friend removed those woodticks with a pin you would not want your blankets scented with the odor of pine forest. If, in your youth, you ever tied two cats together by their tails and hung them over a clothesline, and were sent to bed without supper as a punishment, to mourn between lavender-scented sheets until sleep brought a tear-stained immobility, you would not want the bed-sheets of your maturity to smell of lavender.

If you please, Mr. Editor, let us retain our noses for our own purposes. Let me maintain the privacy of my nose for smelling the gas leak in the basement, for scenting the new mown hay and for ascertaining whether the Friday fish is all it should be or a little on the too long defunct side.

The eye and the ear are valuable to the advertiser because they permit him to attract attention to his wares in places where the wares are not visible or audible. In a shack in Australia, an eye may see the advertisement of a refrigerator that is in New York. In a home in Milkville, the ear may hear the announcement of a new car that is in Detroit. Mr. Editor, this is going to be a smelly world if advertisers begin trying to squirt the odor of a refrigerator from New York to Australia, and the perfume of an automobile from Detroit to Milkville.

Mr. Edison or someone will presently invent an odor-shooter, no doubt of the wireless description, and—undoubtedly—the pages of the magazines will be printed not only in color but in odor. Then the advertising of the cheese-makers alone will be enough to fill the nose with dismay and to cause it to tremble like the nostrils of the rabbit. When that day comes, Dear Sir, the newsstands will be mobilized when war is declared, and will

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be fired at the enemy to asphyxiate it.

Mr. Editor, if you do not heed my plea I hope you will soon be writing your editorials with a fountain pen that has the odor of funeral fires, with ink that smells like camphorated oil and on paper that is fragrant with attar of pork on the hoof. If you do not heed my plea, please send me by return mail the name and address of the maker of the best gas-mask made in this great country of yours; an odorless gas-mask.

### Direct-Mail Trophy Awards

Winners of trophy awards for direct-mail work in the contests at the recent convention, at Cleveland, of the Direct Mail Advertising Association were as follows:

**Selling Blotters Trophy.** Won by the Day-Brite Reflector Company, St. Louis. Honorable mention: Everett Waddey Company, Richmond, Va.; Caligraphic Service, Chicago; DuBois Press, Rochester, N. Y. Offered by the Albemarle Paper Manufacturing Company, Richmond, Va.

**Multigraph Trophy.** Won by Sampson & Murdock Company, Boston, with a letter campaign prepared for the Copley-Plaza Hotel, of that city.

**Mailbag Trophy.** For the most outstanding achievement in direct-mail work during the year, won by the Standard Accident Insurance Company, Detroit. Honorable Mention: Gruen Watch Company, Cincinnati, and the Irwin Auger Bit Company, Wilmington, Ohio.

**Cleveland Folding Machine Company Trophy.** won by the Howard-Crane Lithograph Company, Cleveland.

**Silverstone Trophy.** for the best envelope design, won by the United Autographic Register Company, Chicago. Honorable Mention: Specialty Envelope Company, Newport, Ky., and Oxford Print, Boston.

### Joins Shakespeare Company

Harry A. Bokelund, formerly with the American Optical Company, Southbridge, Mass., has joined the Shakespeare Company, Kalamazoo, Mich., maker of fishing tackle. He will direct sales promotion and advertising.

### C. G. Garland Opens Studio

C. George Garland has opened a studio for the preparation of advertising illustrations at Cleveland. He was formerly with the Manning Studios, of that city.

### Book Account to Green Agency

The Platt & Munk Company, New York, publisher of children's books, has placed its advertising account with the Charles C. Green Advertising Agency, Inc., of that city.

## WANTED 7 District Sales Managers

The Parents Association, a national organization with more than 60,000 members, is now ready for the first time to launch a *Nation-wide Campaign* through personal representatives.

One Representative took 14 memberships in one week and has taken as many as 5 enrollments in a single day. By securing twenty Representatives, each averaging only 5 enrollments per week, your over-writing commissions would amount to more than \$400.00 a week.

This work has all the advantages of the best book proposition, plus the great sales stimulus of a revolutionary, new membership idea.

Exclusive territory. State your connections and accomplishments in first letter. Correspondence is kept confidential and will be returned if requested.

**THE PARENTS ASSOCIATION**  
Dept. DEM, Pleasant Hill, Ohio

## Wanted: A real Salesmanager

A well-known firm in the wearing apparel field would consider a Salesmanager with ideas, capable of keeping a sales force on its toes. Experience in this field desirable, but not essential. Address with full particulars and present earnings, to "L," Box 79, Printers' Ink.



# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1838 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. L. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

**Chicago Office:** 231 South La Salle Street, GOVE COMPTON, Manager.

**Atlanta Office:** 87 Walton Street, GEO. M. KOHN, Manager.

**St. Louis Office:** 915 Olive Street, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, OCTOBER 31, 1929

## Trade Secrets

To those of us who are in a position to watch the progress and observe the psychology of many lines of business, it becomes increasingly apparent that nowadays there virtually is no such thing as a trade secret. And through the loss of its secrets, business gains.

In production, the management is foresighted that converts its mechanical discoveries into matters of public record by covering them with patents. Thus the discoverer stakes out his claim, and the law, rewarding his enterprise, protects him as he mines his profits. The law's protection enables him besides to display publicly the innermost virtues of his product—to advertise the processes of manufacture that enable him to produce so good a product at so low a price.

To the abolishment of secrecy, advertising itself contributes in still another way. Advertising is the medium through which the public is being informed, not only of the qualities of products, but of managerial policies. The annual report to the stockholders is becoming at once a report and an advertisement, and the management's advertising is beginning to broadcast information that, in earlier and less enlightened times, was imparted guardedly to a little ring of insiders.

To be sure, there still are business men who talk darkly of business secrets. In general they are men of two types.

One is the type that permits conditions to develop that, when revealed, cause untold embarrassment. To these, it seems not too much to hope, inferential enlightenment may come from distressing examples recently revealed in Washington.

The other is the type that believes that the releasing of information about an enterprise's workings or about its policies will either "help competition" or weaken the enterprise's standing with its trade. In this group belongs the executive who the while he guards so jealously his shadowy "secrets," knows full well that competition, through the grape-vine channels of trade, very likely is informed already of his plans and purposes.

And as to the trade, we quote from an address delivered by Walker D. Hines, president of the Cotton-Textile Institute, Inc., at the institute's annual meeting in New York on October 16. Early in his address Mr. Hines plunged into the subject of over-production. He urged the compilation and the use of statistics. And then this:

We frequently encounter the argument that if you get up statistics, the buyer will know about them, and then you are worse off than you were before. But I believe that if you don't have statistics, the buyer has some uncanny method of knowing anyhow that your situation is bad, and acting accordingly; and that, without statistics, the buyer knows more than the mill man. . . . It is also true that often, without statistics, the buyer, perhaps from the obvious example on the part of the mills



for orders, exaggerates the situation and thinks it is worse than it really is; and if the mills would compile statistics, they would find that the situation was not nearly so bad as they were led to believe.

And thus, as this business leader sees it—and as other leaders see it also—a policy of secrecy not only defeats its own ends, in that it fails to keep secrets secret, but it gives rise to strategic disadvantages and economic evils.

### **New Idea on Value of Conventions**

Banking institutions are well informed on the subject of mergers. They must be—they bring them about.

Lately, especially in New York City, there have been a large number of bank mergers. Considering the fact that bankers have been highly interested participants in industrial mergers, it follows that any cardinal rule which they might apply when making banking mergers is worth real consideration at the hands of those interested in industrial mergers.

The prime factor in any banking merger, according to one of the largest New York banking houses, is a knowledge of the manpower of the bank to be bought. This knowledge, according to that institution, is only obtained by firsthand study and by fairly close association with the executive personnel of each banking institution involved in the merger. This bank has, therefore, followed a fixed policy of having its own executive personnel become acquainted with the executive personnel of banks which it seeks to buy. This acquaintanceship campaign starts at least one year in advance of the consummation of the merger.

A stockholder of this New York bank, who happened to be actively interested in the proceedings of the recent convention of the Association of National Advertisers, called attention to this policy of his bank after looking over the attendance of the convention.

"I saw," he said, "representatives of various companies that have been merged within the last year or two. To be specific, I observed,

for example, Lee Bristol of Bristol-Myers, Merle Bates of Life Savers, Inc.; and Harry Harding of United Drug, all now part of Drug, Inc. I observed how well they knew each other and then because of my knowledge of the Association of National Advertisers, I realized that they knew each other almost as well some five or six years ago as they do today. To me this brought a new thought on the value of conventions. It was this: The contacts which such conventions have been making possible for a number of years are making it easy for some merged businesses to start off with the advantages of having their executive personnel know each other—an advantage which my bank considers of greatest importance."

### **Needed: Constructive Criticism**

Easily the outstanding feature of the recent annual meeting of the National Chain Store Association in Chicago was the sturdy willingness of the operators to face criticism and the apparent eagerness with which they even invited it. If they were wrong in any essential respect, or if anybody of consequence—their customers most of all—thought they were wrong, they wanted to know all about it, no matter how much it might hurt. They invited outside speakers in to tell them their faults; and, according to the report of the proceeding given in *PRINTERS' INK*, they were told aplenty.

This, we are bound to say, is in refreshing contrast to the attitude of independent retailers as a class, both as to associations and to individuals. Let somebody try to be helpful by pointing out even ridiculously flagrant errors made by dealers, and he is likely to be sharply called to account. P. A. Lovewell, editor of the *Merchants' Journal*, Topeka, tells us that after his paper prints articles criticising some phase of retail incompetence, it receives sarcastic letters asking if it is boosting for the chain stores, or suggesting that it has sold out to the mail-order houses. Others inquire if the publication considers it a fair and sporting thing to lam-

bast the poor small-town dealer who has enough trouble anyway.

PRINTERS' INK, although not a retailers' publication even in a remote sense, has had similar reactions after printing articles constructively analyzing retail conditions as they actually exist and setting forth logical findings in the most kindly way and without the slightest approach to malice or bias.

If chain-store managements were made up of super-sensitive individuals given to weeping on one's shoulder when criticized or, in blind rage, trying to crack the heads of their critics, chain stores today would be in a perilous position notwithstanding any economic justification for their existence. If any element in merchandising is more maligned and man-handled than the chains, we have yet to hear of it. Legislatures pass laws in a deliberate attempt to harass them; local advertising campaigns try to stir up public sentiment against them. Yet the chains do not whine; no matter how unfair certain attacks upon them may be, they clearly visualize the need for constructive criticism pointing out their faults.

More of this kind of spirit is needed throughout the whole merchandising structure, including advertising and all things relating to it, and we are glad to say that the chain stores are by no means alone in their receptivity along this line. A certain manufacturer of our acquaintance periodically sends out letters to his customers asking that they tell him frankly what he is doing that he should not do and not doing that he should do. He gets a surprisingly large return; the human race, it seems, is ever ready and willing to tell the other fellow his faults and give advice. Some of the letters he receives are frankly mean and nasty, but most of them show an eager desire to be helpful. More than one important change, bringing about larger sales, has been made in that business as a result.

Merchandisers, large or small, make a mistake when they resent criticism. Even if most of it is unjust, real good can come out of the other part.

### Mergers and Personality Copy

In this week's issue, J. F. Whitney, president of the Kraft-Phenix Cheese Corporation, expresses many interesting thoughts on the effects mergers exert on selling costs. He concludes that it has been possible to do a better advertising job in some mergers by cutting advertising appropriations.

There is a big question involved in Mr. Whitney's statement and one worthy of careful consideration by merger executives. There is a tendency for this type of company to substitute institutional for personality copy. One great merger of companies which were built up by individuals of real personality through the course of long hard years now runs group institutional copy featuring some of the products, subordinating others.

With full knowledge of the value of institutional copy in specific cases we doubt the value of substituting it for personality copy in cases where the latter type has built reputation and sales over the years.

Selling and advertising products which go into the home is a personalized process. While some mergers can and do undoubtedly result in economies which can be passed on to the consumer, it seems logical to suggest that one of the most practical ways to overcome the handicap of great size is to advertise separate items in friendly, personalized copy.

One or two of the big mergers are now using this plan. Others which merged to the accompaniment of words concerning expansion, greater production and a consequent reduction in unit cost, have cut down considerably on the advertising appropriation. In addition to this large cut in the motive power which has made the individual industries big earners in the past, many of them, we think mistakenly, have changed personalized copy into something quite different.

The giant merger has the opportunity to conserve in its assets the good-will built up by the owners of the smaller companies. But it can't be done by cutting advertising appropriations and discarding personalized copy.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Past Presidents of Los Angeles Club Hold Meeting

The first of a series of dinners given by the past-presidents of the Advertising Club of Los Angeles, designed to foster club traditions, was held recently. Fifteen former officers of the club, representing its administrative history from 1912, met for a program which included short reminiscences of the growth of advertising and the club during the last seventeen years.

Herman Nater, president of the club last year, acted as chairman of the past-president's committee. Similar meetings are to be held quarterly, he stated, in order that the club may be given the guidance of the "old guard."

Those who attended the meeting in addition to Mr. Nater, included: Paul S. Armstrong, 1927-28; Harold J. Stonier, 1926-27; Irving K. Smith, 1925-26; Arthur D. Smith, 1924-25; A. Carman Smith, 1923-24; Arthur M. Loomis, 1922-23; Bert Butterworth, 1921-22; Don Francisco, 1920-21; Ray E. Nimmo, 1919-20; Harry S. Carroll, 1918-19; J. F. Wilson, 1914, and S. W. Botsford, 1912.

\* \* \*

## B. F. Davis, Executive Secretary, Pacific Clubs

Barber F. Davis has been appointed permanent executive secretary of the Pacific Advertising Clubs Association by Raymond P. Kelley, president of the association. The appointment of a permanent executive secretary for the association was authorized at the Oakland convention. For the last three years Mr. Davis has been with the advertising department of the Spokane Press and previously had been manager of the advertising department of the Spokane branch of the International Harvester Company. He will make his headquarters at Spokane.

\* \* \*

## Starts Retail Clinic

A retail clinic has been organized by the Cleveland Advertising Club, to hold regular semi-monthly luncheons for members of the club interested in retail advertising and merchandising. The clinic is an outgrowth of the recently appointed retail committee of the club, of which Charles H. Kellstadt is chairman.

Additional luncheons will be held, at stated intervals, to be addressed by retail authorities. A special retail program committee has been appointed to take charge of the meetings of the clinic.

\* \* \*

## Motor Executives Merge with Los Angeles Club

The Motor Executives Club of Los Angeles has merged with the Advertising Club of Los Angeles. The Motor Executives will have charge of one of the club's meetings in the near future in order that the two groups, now merged, may become better acquainted.

## Seven Radio Stations Adopt Advertising Rules

Seven radio broadcasting stations in the Boston area have adopted standards to govern broadcasting so that objectionable practices will be eliminated. These standards of practice and a plan of operation are the result of co-operating with the Better Business Bureau of Boston. Stations subscribing to the standards are WBZA, WEEL, WNAC and WSSH, Boston, WHDH, Gloucester, and WLEX, Lexington. The standards, which have been transmitted to the Federal Radio Commission, are as follows:

1. To prohibit broadcast advertising believed to be, or which might be, detrimental to the public interest, or injurious to radio broadcasting in general, or to any other accepted form of advertising; and to reject advertising by concerns whose other forms of advertising and practises may be objectionable or injurious to public interest.

2. To prohibit broadcast advertising known to be untrue, deceptive, misleading, fraudulent or grossly exaggerated, or which might, on reasonable investigation, be ascertained to be untrue, deceptive, misleading, fraudulent or grossly exaggerated.

3. To take care to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

4. To make reasonable investigation concerning the financial responsibility and character of broadcast clients so that no dishonest, fraudulent or dangerous person, firm, organization or advertising may gain access to the radio public.

5. To prohibit the advertising of products or services for treatment of diseases or illness, which are injurious to health.

6. To co-operate with the Better Business Bureau in all lawful manner in its purpose as outlined in the articles of incorporation, i. e., "the furthering and promoting of honesty, truthfulness, and dependability in advertising, merchandising, and in all business methods and practices and fair competition in trade and business, thereby increasing public confidence in advertising, salesmanship, and business methods generally."

\* \* \*

## San Diego Club Holds Tournament

Allen Benson won first place in the first golf tournament of the season held recently by the Advertising Club of San Diego, Calif., with a net 75. Frank Heskett and R. J. Heberger tied for second with a net 77.

Twenty-seven members were entered in the tournament.

## New England Clubs Meet

INTEREST in aviation and speed of communication dominated the annual convention of the Advertising Clubs of New England, which was held at Bridgeport, Conn., on October 28 and 29. John H. Trumbull, Governor of Connecticut, was one of a number of those who flew to the meeting by airplane. Miss Amelia Earhart, aviation editor of *Cosmopolitan*, was a guest speaker at the opening session.

Miss Earhart, directing a message to advertisers, said it would help if advertisements, which drew upon airplanes for attention value and illustrative purposes, would emphasize the stability of airplanes and forego the tendency to exaggerate by showing airplanes swooping up or down or in fantastic maneuvers which dramatize the unusual in airplane usage.

Governor Trumbull said he was convinced that State governments should advertise, for States, after all, have opportunities to sell to waiting prospects. It is this belief, he stated, which prompted his recommendation to his legislature for an appropriation for advertising. Any business or community which does not advertise, he stated, is worth about as much as last week's newspaper.

Major P. F. O'Keefe, vice-president, Advertising Federation of America, who presided over the opening session, said the essential aim of business, today, is finding facts, and, following up a review of what the A. F. A. is doing in research work, W. J. Reilly, research director, The Erickson Company, spoke on "Facts, the Basis of Sound Advertising, and How to Get Them." When calling on consumers or dealers in a market investigation, Mr. Reilly declared, the less you try to impress your knowledge on those whom you interview, the greater will be the stimulus for the person interviewed to talk. If a dealer, for example, thinks you know all about the situation, he will be close-

mouthed, but if you appear uninformed, he will tell you lots.

In the field of public utility service, advertising offers the only avenue for a corporation to tell its story freely, said L. D. Gibbs, president of the Public Utilities Advertising Association. He quoted statistics to show how power consumption and the sale of electric appliances had been increased following the use of advertising. He also quoted figures to illustrate how vast are the markets still to be tapped—prospects that will be made customers through continued use of advertising.

At the annual banquet, Gilbert T. Hodges, member of the executive board of the New York *Sun* and program chairman of the convention at Berlin, summarized what was accomplished at the world advertising conference in that city.

Use of mediums and methods of producing good copy were the principal subjects of discussion at the closing session. Ben J. Sweetland, president, Sweetland Advertising, Inc., New York, spoke on copy-testing methods; Robert B. Davis, sales manager, Raybestos division of Raybestos-Manhattan, Inc., Bridgeport, outlined more productive uses of mediums; Curtiss S. Johnson, The Manternach Company, Hartford, advanced the opinion that it is the idea and not the idiom that makes better copy.

Chester F. Edwards, advertising manager, J. C. MacInnes Company, Worcester, who has been secretary-treasurer of the New England district, was elected chairman. He succeeds John H. Clyne, manager, C. E. Longley Company, New Haven, who has been chairman for the last three years.

Herbert F. Stevens, Boston representative of the American Lithographic Company, was elected vice-chairman, a new office. R. M. Hennicke, advertising manager, Waterbury *Republican-American*, was elected secretary-treasurer.

Membership on the board of directors includes the presidents and immediate past presidents of the twelve clubs which make up the district.

# The Little Schoolmaster's Classroom

IN the voluminous report on college athletics recently released by the Carnegie Foundation for the Advancement of Teaching, the Schoolmaster finds the following paragraph:

The advertiser has been among the most persistent exploiters of college athletes. He has discovered that the bestowal of a sweater, a typewriter, or some other article readily procures from many a college athlete a testimonial (written by the advertiser or his agent) which may contain statements or implications deliberately perverting fact.

In the course of the inquiry a case was studied in which as part of an advertising campaign an already unduly exploited athlete was requested in exchange for a sweater to sign a statement that he had used this particular brand for years. As a matter of fact, the young man had never possessed a sweater of this make. In spite of repeated good counsel from the athletic authorities of his college, the young man signed the statement and accepted the sweater, and in due course his name and likeness were published far and wide in recommendation of an article of which from long inexperience he knew nothing whatever.

This is not an isolated instance. Testimonials from college athletes have been repeatedly purchased by payments in kind, if not in cash—by gifts to fraternities of which they were members, and by the bestowal of such valuable considerations as automobiles, clothes, typewriters, and haberdashery. It is a matter of record that at least one professional heavyweight champion has shown a much keener sense of the proprieties.

The information contained in the above paragraph is not news to a great many consumers. To the Schoolmaster it is but another indication of the fact that the real insincerity of the paid testimonial is pretty well understood and that the practice of getting everybody of any prominence to endorse products which they have never used is continually hurting the name of advertising in quarters which should be supporting advertising as a vital business force.

the quite natural question which entered the Schoolmaster's mind as he looked at a recent advertisement for Macy's, New York department store.

"Today's spinach toy," was the headline and the answer to the Schoolmaster's question was found in the words that followed—"for good children who eat their spinach and applesauce, and drink all their milk."

Perhaps one of the reasons why the toy department of Macy's does such a good volume of all-year 'round business is the fact that the store has been so successful in getting at some of the basic between-season toy buying motives. In the little spinach toy headline is a whole volume of advice on filling in the sales valleys between the peaks.

\* \* \*

Out in the State of Arizona there is an old-time miner. He has lived through the days when mining was a very prosperous business in his territory. Even though mines are not doing so well and many of them "not at all" he has stayed with the country and has taken up other means of earning a livelihood.

Among other things the sale of mines is part of his business. The facts are all given on Mr. Ryan's letterhead, which reads as follows:

## MINES AND MINING

All for Sale by M. H. Ryan  
BALADA, ARIZ.

Big Mines.  
Little Mines.  
Old Mines.  
New Mines.  
Good Mines.  
Good for Nothing Mines.  
Gold Mines.  
Copper Mines.  
Silver Mines.  
Lead-Silver Mines.  
Zinc Mines.  
Antimony Mines.  
Cinnabar Mines.

\* \* \*

The Class may be interested to know that the Strathmore Paper Company, in a recent test, found that dark blue covers for booklets, house organs and general maga-

\* \* \*  
What's a spinach toy? That was

# the SELLER and MAKER

both profit by use  
of electric signs

- ... while it focuses public attention on  
*dealers' locations*
- ... it features the *manufacturer's* ad-  
vertised name or mark
- ... and it is a thoroughly *permanent*  
form of tie-up



A quantity of duplicate electric signs for dealers' fronts may be purchased at substantial discounts—and sold, leased, loaned or given. Let us write you the whole story—and submit color sketches without obligation. FLEXLUME CORPORATION, 2067 Military Road, Buffalo, N. Y.

NEON TUBE . . RAISED GLASS LETTERS . . EXPOSED  
LAMP . . OR COMBINATIONS OF THESE ILLUMINATIONS

Sales and Service  
Offices in Chief Cities  
of U. S. and Can.



Factories at  
Buffalo, N. Y., and  
Toronto, Can.

## FLEXLUME ELECTRIC DISPLAYS



## SALES MANAGER

who can show a definite record of results on branded, advertised merchandise, preferably through department stores, can make an unusual connection with a new manufacturer in a new field with a new, wanted product needed every day in every home.

Salary and bonus arrangement, with opportunity, after ability is proven, to buy small stock interest.

Give age and complete brief details of lines and number of men managed, with dates, to secure interview at headquarters in New York City.

Address "General Manager,"  
Box 222, Printers' Ink.

## \$5,000 to \$25,000 Executives

If you believe you are capable of directing a bigger proposition at a substantially larger salary and for that reason are pretty well "fed up" with your present connection, communicate with us. We may be able to aid you, as we have many other able executives. Your letter should include a complete account of what you have done . . . how you did it . . . what you believe you can do . . . and why. If you have anything worthwhile to sell we can assist you to market it. Our service is strictly confidential and has nothing in common with placement bureaus or "letter" concerns.

Address "T," Box 225  
Printers' Ink

zines pulled better than any other color. Next came reddish brown, then pale blue and a lively green. The reds and oranges were at the tail end of the list.

\* \* \*

So many house magazines are edited entirely by guess and by gorry and when, as and if the editor gets around to it, that it is interesting to find the occasional house magazine which is edited according to as rigid and thorough a policy as a well-run business publication, which, after all, is what a house magazine should be.

"The National Message" is a magazine sent out by the National Casket Company to funeral directors. It has been in existence for a number of years, and, according to Nelson E. Hooper, advertising manager of the company, has never missed a publication date.

Mr. Hooper recently showed the Schoolmaster an interesting chart used by him in determining the editorial contents of "The National Message." On this chart are listed the various types of articles used in the magazine. There are such headings as "General," "General National," and others.

Each month, as the material is gathered, it is checked against this chart and each item is entered in its proper place. Thus Mr. Hooper is able to determine his editorial balance and to avoid the common pitfall of laying too much emphasis on one type of material in a single issue.

The result of the use of this chart is that "The National Message" has maintained a consistent, all around editorial balance which makes it notable among house magazines.

\* \* \*

The Schoolmaster treasures the story of the office boy who lost the \$50,000 order by butting the prospect amidstships. It seems that a salesman was bringing a prospect to a New England factory to show him certain production processes which made the factory's particular product vastly superior to others. He was piloting the prospect proudly down one of the corridors of the general offices and was



## IF QUALIFIED, *Please Reply*

SOMEWHERE there is a man with the qualifications needed to fill a gap in our sales staff, as our sales representative in the Eastern territory, with headquarters in New York City.

He is from 35 to 40, resourceful, an independent thinker, able to reach principals and capable of generating, presenting and putting over sales ideas to be executed in printed advertising.

He may now be an account executive in an advertising agency or a successful salesman for some business publisher or printer. He is earning not less than \$10,000 a year and is capable of developing much greater earning power under the favorable conditions we will offer him if he produces.

He will work independently and depend upon us only for technical advice and estimates of cost. He will appear at headquarters only when necessary for consultation but he will receive our fullest cooperation at all times, and enjoy our complete confidence. His remuneration will be on a salary and commission basis.

Ours is an advertising service, printing and publishing business, forty years old, located in the Middle West, about 20 hours from New York City. We own a most modernly housed and equipped plant, in which we produce high grade printed advertising from planning to mailing, and specialize in pictorial reproduction by color photography.

Communications will be held in strictest confidence and returned if requested. Give your business history for the past ten years and furnish references.

Address "G," Box 76, Printers' Ink

## WANTED

### Experienced Mechanical Production Man

*For a big-sized job in one of the largest agencies in the country*

THIS advertisement is addressed to the head of a medium or small-sized agency's mechanical production department.

He is a man with four or five years of successful experience in agency production. He has handled intricate and difficult problems, and handled them well. He has learned how to accomplish the impossible on occasions, and he has at his disposal knowledge of many ways out when snags threaten to halt his work.

He gets on with people. He can take instructions and interpret them correctly. He keeps his own work flowing smoothly, and he can direct others. He can train green men and women without upsetting either himself or them.

He has a great willingness to work; an intense interest in getting hard jobs done well; and an ability to inspire others with an enthusiasm that will make their work of more interest to them than the office closing time.

For such a man there is a great opportunity with one of the largest advertising agencies.

It is not an easy job. It will tax the man's capacity to the limit. It may mean overtime on occasions, and it certainly means responsibility. It does not involve complete charge of the department, but it comes so close to it that the man who gets the job must be able to command the respect of assistants with years of experience to their credit.

The salary is adequate; the opportunity is most unusual. The job will be filled only after several interviews, and only when the applicant has shown that he is one traffic man in a hundred.

If you think you can measure up to this job, write us fully. Tell us why you think so, and what you think you are worth in a position such as this. We will regard your letter with the strictest confidence.

Address "W," Box 227, Care of Printers' Ink

## Type Layout Man

One of the large advertising agencies has a place in its New York Office for a type layout man with practical typographic experience.

Please address "M," Box 221, Printers' Ink. Communications will be treated confidentially.

about to turn a corner when an office boy, filled with zeal and little else, came dashing about the corner and ran into the prospect full tilt. Down went office boy and prospect and out of the window went the order.

Of course, this situation has been used many times in the movies but the Schoolmaster has often wondered how many times it has actually happened in real life. Probably many times too often.

He was reminded of the story recently when he visited the offices of the American Chain Company in Bridgeport, Conn. At a corner of the corridor, suspended from the ceiling (by a chain, of course), was a block of wood that bisected the passageway. On it was lettered, "Please keep to the right."

A trivial matter, of course, but one of those trivials which do so much to avoid frayed nerves and upset tempers.

\* \* \*

The alert manufacturer, it is rather generally conceded, gives his dealers ideas on how to sell his product. In the same manner might it not be possible that he in turn occasionally receive an idea of real value from his dealers by watching their creative efforts as he works with them? Here is a case in point:

"The Mighty Monarch of the Air," the slogan for Majestic radio, is one which the Schoolmaster has always considered—and he believes the Class will agree—to be of genuine excellence. This is the story of how that slogan came into existence, as told by Duane Wanamaker, advertising manager of the Grigsby-Grunow Company.

A Minneapolis dealer for Majestic, who combined something of a poetic appreciation of nature with a good business head, was vacationing in Hawaii. One day as he stood on the famed beach at Waikiki, a great storm arose. Watching the clouds gather in awesome splendor, he was impressed with the mighty supremacy of the elements, the indomitable majesty of the skies.

Skies—radio. Majesty—Majestic. Supremacy—a monarch, a

## Wanted A Trademarked Product

I am the owner of a trademarked staple, with practically 100% drug store distribution throughout the United States, and am interested in acquiring for cash an interest in, or sole ownership of, a trademarked product selling through the same channels.

The product must be one that is already on the market, with a local or national distribution.

I am interested in such a business whether or not it has shown profits.

I am not interested in medicinal remedies or formulas of any kind, nor in any product that has not already been placed on the market.

The principal will personally open all communications, which will be treated confidentially, and make himself known to you if your proposition is considered.

Address: "Investor"

C/o E. T. Howard Company, Inc.  
Graybar Building, N. Y. C.

## SALESMAN

acquainted with large retail and jobbing trade throughout middle, north and southwest, is open for new connection. Familiar with novelty and cosmetic merchandise. At present sales and merchandise manager for cosmetic manufacturer. Please write "H," Box 77, care Printers' Ink, 231 South La Salle Street, Chicago, Ill.

## YOUNG MAN

21 to 25, as assistant to advertising manager in a northern New Jersey manufacturing concern. Must know office routine and be able to express himself clearly in writing. High school or college graduate. Advertising experience preferred, but not a requisite. Write immediately. "R," Box 226, Printers' Ink.

## "Selling Through Agents" Promotional Man Now Available

### Considered An Expert in This Specialized Sales Method

If you are interested in this method of distribution or if you are disturbed about your present marketing set-up—get in touch with me.

If I find you have a suitable commodity and all other essential requisites, I can assume the whole load, bringing sales to 25% full development in first six months. Salary and percentage. Highest credentials. Confidential. Address "Q," Box 234, Printers' Ink.

## EXECUTIVE ACCOUNTANT OFFICE MANAGER

Of highest calibre in character, experience and ability. Thoroughly grounded in the principles and practice of corporate and intercorporate accounting—with a complete understanding of Federal and State taxes and the possible economies involved—several successful years handling the personnel of a large office and a record of performance emphasizing reliability and energetic capacity. Address "J," Box 78, P. I.

mighty monarch. The practical side of the dealer's nature arose to grasp from the onward sweep of supernal power an idea for his business.

He carried his idea back to his store and soon his advertisements began to feature Majestic radio as "The Mighty Monarch of the Air." Copies came to the eye of Mr. Wanamaker and the slogan "clicked." It was immediately adopted and has been used in Majestic's national advertising ever since. A dealer's inspiration and an open mind had brought to this manufacturer one of the outstanding slogans in advertising today.

## H. W. Gann with Addison Vars

Henry W. Gann, formerly production manager of Lyddon, Hanford & Kimball, Inc., at Rochester, has joined the Rochester office of Addison Vars, Inc., as space buyer and account executive.

## Union Specialty Works Appoint Devereux & Smith

The Union Specialty Works, Inc., Boonville, N. Y., manufacturer of specialty furniture and home weaving machines, has appointed Devereux & Smith, Utica, N. Y., advertising agency, to direct its advertising account.

## N. R. Bernstein Joins Carlyle Agency

Nelson R. Bernstein has joined the staff of the Carlyle Company, New York advertising agency, as an account executive.

## WANTED

High-class specialty salesmen in advertising field. Entirely new product. Operate right where you are. Big opportunity. Must know something of merchandising and advertising. Only men used to selling executives considered. Territory open. Commission basis. Write now. Address: "O," Box 223, Printers' Ink, 231 So. La Salle Street, Chicago, Ill.

## Artists Looking For Advertising Man Who Is Looking For Artists

An organization of five free-lance creative artists in a city a few hours' ride from New York wants to make an arrangement with advertising man anywhere to do some of his artwork. In business eight years doing artwork for nationally known companies. Attractive proposition. Confidential.

Address "Y," Box 183, Printers' Ink

## "A Wealth of Material Unobtainable Elsewhere"

UNITED DRUG COMPANY  
BOSTON, OCT. 26, 1929.

Editor of PRINTERS' INK:

Your letter of October 19 and the several reports which you enclosed in response to our inquiry of October 14 for information on sales correspondence, sales bulletins and sales contests, have been received, and we wish to assure you of our appreciation of your prompt and helpful service.

The lists of references to articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY, and other likely sources, furnish a wealth of material unobtainable elsewhere.

We felt that our inquiry covered almost too many subjects for one request, but your generous response has caused us to feel that it was not too burdensome.

VIOLA H. BURNHAM,  
Librarian.

## Clarence Buyer with Dade Epstein Agency

Clarence Buyer, recently advertising manager of Olsen & Ebann, Chicago chain jewelers, has joined the Dade B. Epstein Advertising Agency, of that city, as executive vice-president. He was, at one time, with the Chicago Tribune.

## H. L. Treadwell with "Toy World"

H. Lee Treadwell, formerly manager of the toy division of the *Sporting Goods Journal*, New York, has been made Eastern manager of the *Toy World*, San Francisco.

## Appoint Presbrey Agency

William B. Baumgarten & Company, New York, interior decorations, have appointed the Frank Presbrey Company, advertising agency of that city, to direct their advertising account.

## Newspaper Promotion Manager

open for immediate connection. Five years Promotion Dept. large Pacific Coast newspaper—past 1½ years as Manager, heading staff of 9 artists and copy men. Seeks newspaper promotion position as manager or assistant—or agency copy writing connection. A1 copy man, young, energetic. Knows plan, art, production and all phases newspaper promotion—Local, National, Classified, Circulation. Built up Advertisers' Service (Copy and Art) to 300,000 lines a year. Salary open. Highest references. Prefers Pacific Coast, but will go anywhere. For interview, further details or samples, address

H. O. WARREN  
1467 Nineteenth Ave.  
SAN FRANCISCO

## PUBLICITY

INDIVIDUAL, BUSINESS  
ORGANIZATIONS

Phone WISconsin 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents  
Toronto Montreal Winnipeg Vancouver Hamilton London Eng.  
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Multigraph Ribbons Re-inked

OUR *SAFETY* process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 2 Ribbons to be Re-inked at our expense

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Publishers' Advertising Representative Organization** in New York has opening for one or two more out-of-town trade or class publications. Record of previous achievement. Box 744, Printers' Ink.

**Direct Mail Advertising** created, planned and written. Booklets—broadside—folders. Inquiry involves no obligation. Phone Ashland 4251. Dart Directed Advertising, New York Life Bldg., New York City.

**PUBLISHERS' REPRESENTATIVE**—wanted in Eastern territory by business magazine, a leader in its field, chance to become part owner by small investment. Good man can make up to \$15,000 a year. Box 765, Printers' Ink.

**A CHICAGO PUBLISHERS' REPRESENTATIVE** now serving one publication desires to represent one other high-grade publication in Middle-West territory. Established office. Twelve years' advertising sales experience. Box 757, P. I.

**Western Representative Wanted** Eastern Publisher needs Western representative with office in Chicago and a business-getting organization. If you have room on your list for a high-class magazine in the Woman's field address Box 749, Printers' Ink.

### HELP WANTED

**Advertising Man** wanted by Missouri Daily in city of 25,000. Must have ability and be good on layouts and copy. Experience is necessary. Will pay only \$45 00 to start. Box 752, P. I.

**SALESMEN CALLING ON INDUSTRIAL PLANTS** to carry line of work gloves. Commission. Box 741, Printers' Ink.

### ART SALESMAN— A Real Opportunity

We are looking for an Art Salesman who can qualify for an executive position in an expansion program of an established commercial art service. Box 743, P. I.

**Advertising Salesman**—Forceful, energetic, progressive producer wanted immediately for fastest-growing weekly in Eastern New York. Position permanent, future excellent. A-I references as to ability and past performances must be enclosed. Salary, commission and bonus. Box 763, Printers' Ink.

**COPY WRITER AND LAYOUT MAN** who can prepare literature and lay out advertisements. One with automotive experience preferred. Give full details and salary expected in first letter.

The Four Wheel Drive Auto Company  
Clintonville, Wisconsin

**ARTIST**—To do layouts and finished lettering. Must have had lots of the right kind of experience. A good salary to the right man by a studio of high-grade artists. Box 742, Printers' Ink.

**Advertising Executive** wanted at home office of national publication located in Eastern State. Excellent opportunity for man who can produce promotional literature and oversee solicitation. State experience, age, salary requirements, etc. Correspondence confidential. Box 751, P. I.

**UNUSUAL OPPORTUNITY AWAITS MAN** with standing, familiar with publicity and merchandising, public utility field with firm offering high-class utility publicity. Tell all you can about self in first letter, including references. Confidential. Box 745, Printers' Ink.

**LAYOUT MAN AND VISUALIZER**—We want an experienced man to add to our layout staff. He should have knowledge of layout, composition and type, and the ability to create and execute good advertising layouts. Apply by letter; state qualifications and send samples. Danielson & Son, 915 Hospital Trust Building, Providence, R. I.

### A. K. OSTRANDER

(Agency)

### PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO  
ACQUAINT THE RIGHT MAN WITH  
THE RIGHT JOB

**SALESMEN**—permanent liberal earning opportunity is offered to several more men who are free to travel and can qualify to sell a practical show window Service of real advertising quality to retailers. Commission basis; exclusive territory. Business established over 15 years. State a few details of your experience for attention. Interview and personal coaching in territory. Address P. P. S. 1330-38 W. Van Buren, Chicago, Ill.

### Serve

Agency and Store-Trained men seeking new or better positions. Immediate openings for two advertising agency Artist-Visualizers at \$5,200 and a Sales Promotion and Merchandise Executive experienced in men's wear to under-study the President of a leading hat manufacturing company at \$15,000-\$18,000. Christians, under 40, only.

Consult in confidence, Walter A. Lowen, Pres., Vocational Bureau, Inc., 9-2 P.M. 105 W. 40th St. **FENna. 5385.**

**EXECUTIVE SERVICE CORP.**

100 East 42nd St., New York City  
Advertising men seeking opportunities,  
register with us. All correspondence con-  
fidential. (Agency.)

**ADVERTISING AGENCY**

wants a thoroughly experi-  
enced financial writer—only  
men who produce high-grade  
investment and bank copy  
will be considered. Big op-  
portunity for the right man.  
Apply Box 770, Printers' Ink.

**POSITIONS WANTED**

**Editorial Position** by young woman now  
editing trade magazine, newspaper and  
magazine experience, wants stimulating  
editorial work on national publication;  
has promotion ideas. Box 761, P. I.

**Assistant Advertising Managership**—  
wanted by young man with ideas, agency  
background and thorough knowledge of  
printing. Copy and layout ability well  
above the average. Box 768, P. I.

**CATALOG MAN**

Copy, production and contact. Past 5  
years with catalog service. One year with  
mail-order house. Three years with re-  
tailer. Box 767, Printers' Ink.

**AGENCY SOLICITOR**

—experienced in handling Display and  
Classified Accounts—seeks new connec-  
tion with agency that can service grow-  
ing clientele. Box 750, Printers' Ink.

**BOOKKEEPER-STENOGRAPHER-  
SECRETARY**

—long executive experience with trade  
paper—wishes position with agency or  
periodical. Box 758, Printers' Ink.

**Advertising Assistant**—Versatile Copy  
Writer. Experience includes reporting,  
space selling, creating direct mail, manag-  
ing advertising of mail order house, year  
with agency. Can shoulder responsibility,  
yet young enough to learn. Box 747, P. I.

**JUNIOR COPYWRITER**—Cambidge  
undergraduate, age 25, widely traveled,  
speaking perfect French, German, with  
literary ability, imagination and power of  
analysis. Will welcome small salary with  
opportunity to prove worth. Box 759, P. I.

**ADVERTISING SALESMAN**

Successful record in national consumer and  
trade publication field. Open for engage-  
ment Nov. 1st with reliable publisher.  
Location: New York City or vicinity.  
Age 29; good appearance. Box 748, P. I.

**ADVERTISING MANAGER -  
COPY AND LAYOUT MAN OF  
EXPERIENCE**

37 years, Christian, college education, 15  
years of thorough advertising knowledge  
in many lines with agency experience  
desires connection with manufacturer or  
agency of any kind within a radius of 40  
miles of Philadelphia. Good assistant to  
sales manager and familiar with all the  
necessary work in producing a complete  
campaign. Box 754, Printers' Ink.

**SECRETARY**—executive and sales abil-  
ity. Experience in production work, of-  
fice routine. Can assist in creation of  
copy. Capable of assuming responsibility  
and handling details. Box 760, P. I.

**COPY WRITER**—College-trained girl;  
original, energetic, intelligent, adaptable  
mind, wishes promising association with  
agency or advertiser. Possibilities for  
development of paramount importance.  
Box 746, Printers' Ink.

**ADVERTISING SALESMAN**

Seeks opening with reputable and sub-  
stantial publication. Has had successful  
selling record of nine years with two  
publications in Eastern territory. Age,  
33 years. Box 764, Printers' Ink.

**ADVERTISING-SALES PROMOTION**

Young man, 27, University trained, two  
languages and five years' intensive expe-  
rience with copy, layout, direct mail, pub-  
licity, dealer service, campaigns, market  
analysis and sales promotion desires posi-  
tion of responsibility as advertising man-  
ager or assistant to advertising or sales  
executive of large concern. Have en-  
joyed an exceptional merchandising train-  
ing; efficient and able to execute plans.  
Box 762, Printers' Ink.

**COPY-WRITER  
YOUNG  
SUCCESSFUL AUTHOR**

Wants free-lance or part-time copy-writ-  
ing. No recent advertising experience,  
but can make the English language do  
exactly what it's told. Thoroughly fa-  
miliar with science and pseudo-science,  
and can produce literature and ideas on  
accounts of such nature. Does not be-  
lieve in Santa Claus, but does not intend  
to work for nothing. Box 756, P. I.

**"YOU CAN'T SEE THE  
WOODS FOR THE  
TREES!"**

Executives often find this true  
of their sales problems. They  
are too close to their busi-  
ness—too biased to survey  
their product and its field  
without prejudice.

The employment of a spe-  
cialist to cope with your mer-  
chandising ills will reduce  
costs and increase sales.

An expert is ready to un-  
dertake this assignment and  
show you results! Will you  
let him? Box 753, P. I.



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# The Radio Event! of the Year!



## PRAIRIE FARMER'S SPECIAL RADIO NUMBER NOVEMBER 30, 1929

An entire issue devoted to Radio on the Farm! Radio sets, batteries, tubes, accessories and their care will be completely covered. Here are a few of the featured articles:

"What is New in Radio," "Radio Means More to Farmers," "Radio Set Replacements," "What Radio Has Meant to Me."

This issue will be full of farmers' own stories—how they cash in on the market and weather reports,—how the whole family is entertained.

Extra circulation at no increase in rate makes this issue a good "buy" for any advertiser. Featured on the air by WLS, Prairie Farmer's own radio station.

Forms Close Nov. 20  
Wire Reservations and  
Prepare Special Copy.



**PRAIRIE FARMER—Chicago**

BURRIDGE D. BUTLER, Publisher

CHARLES P. DICKSON, Adv. Mgr.

J. E. EDWARDS, Associate



# Tribune Town

...a city of twelve  
million people—the  
largest, greatest  
and richest city in  
the world.

Did you ever hear of it?

Ask a Chicago Tribune  
advertising man to tell you  
all about it.

HE KNOWS

